Saskatchewan

Saskatchewan
Executive
Council

Communications
Coordination
Unit

130 Walter Scott Building
3085 Albert Street
Regina, Canada
S4S 0B1

Government of Saskatchewan

Public Opinion Polling and Market Research

from April 1, 2001 to June 30, 2001

Government of Saskatchewan

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Date:	April, 2001
Supplier:	**Doug Fast & Associates, Saskatoon**
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Omnibus
Provincial Public Opinion Survey

Prepared for:

Saskatchewan Executive Council
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Regina, Saskatchewan
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April 2001

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EXECUTIVE SUMMARY

- Federal issues that Saskatchewan residents tend to be most concerned with include health care, the economy, federal taxes and jobs and unemployment.

- Provincial issues that Saskatchewan residents tend to be most concerned with include health care, agriculture, provincial taxes and jobs and unemployment.

- The majority of residents approve of the way the provincial government is handling the environment, the policing of communities, the economy and education.

- The majority of Saskatchewan residents have access to the Internet and almost one half of those have visited a provincial government web site primarily to gather information.

- The majority of residents indicate they would call their local SaskPower office in the event of a power outage.

- More than two thirds of residents think the post-secondary education and training system in Saskatchewan is the same or better than that of the rest of the country.

- The large majority of residents think the quality of Saskatchewan's training programs is good or excellent.

- More than two thirds of Saskatchewan residents are confident that their drinking water is safe, and their community would benefit from co-operating with other communities in providing safe drinking water in the most cost effective manner.

- The majority of Saskatchewan residents agree they would be willing to pay higher rates to make their drinking water safe or to generally improve the drinking water quality.

- The large majority of Saskatchewan residents agree that governments should make and enforce regulations to ensure child care services meet minimum quality standards, that the main goal of child care is to enable parents to work or go to school and that governments should help low-income parents with costs for child care.

METHODOLOGY

Doug Fast & Associates was retained by the Government of Saskatchewan to conduct the April 2001 public opinion survey with a representative sample of the Saskatchewan population. The April Omnibus Survey contains questions designed to explore public opinion in the areas of:

- federal issues of importance to Saskatchewan residents;
- provincial issues of importance to Saskatchewan residents;
- SaskPower;
- post-secondary education and skills training;
- SaskWater; and
- social services.

Questions for the survey were provided by Saskatchewan Executive Council and assembled into an interview format by Doug Fast & Associates. The questionnaire was pre-tested to ensure that all of the questions being asked in the interview were understood by the general public and the information being gathered addressed the public opinion research objectives.

The sample frame for this public opinion research survey was constructed to obtain complete interviews from a random sample of 1,000 households throughout Saskatchewan. To ensure proportionate representation from all areas of Saskatchewan, the province was divided into nine geographic sampling districts. Interview respondents were selected randomly from Saskatchewan telephone directories in each region using standard polling practices to ensure random selection of households and respondents. The sampling frame was also constructed to ensure proportionate representation of other important demographic characteristics evident within the provincial population such as gender, age, occupation, level of education and level of household income. This ensures that the opinions of all the various types of people who reside in Saskatchewan are proportionately represented in the statistical measurements documented in this report.

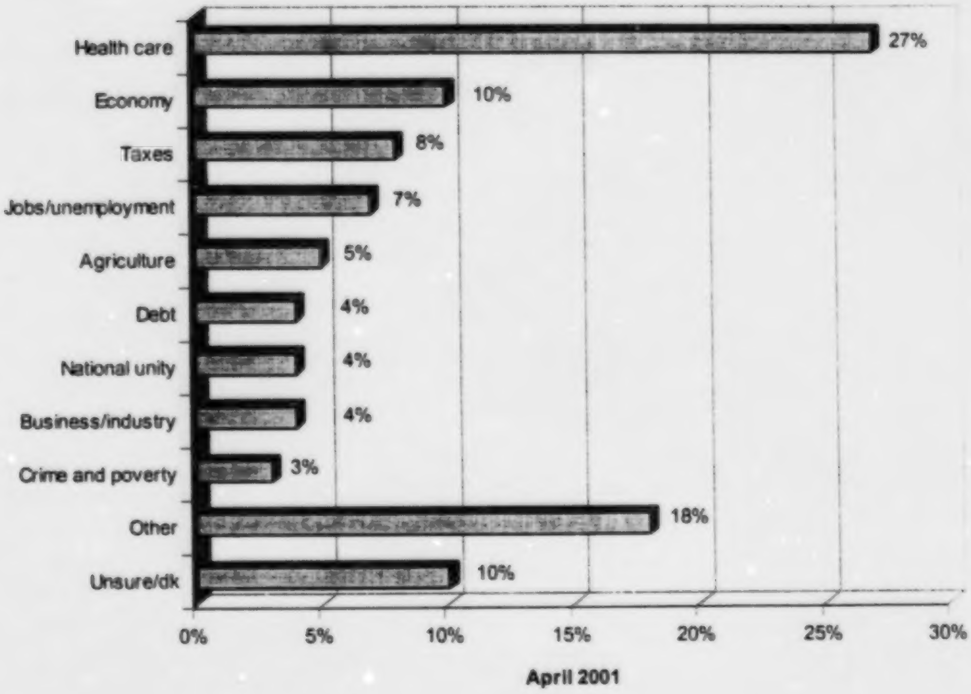
One thousand residents of the province were interviewed between Tuesday, April 17 and Wednesday, April 25, 2001. Interviews were conducted by telephone at times that were appropriate and convenient for respondents - weekdays between the hours of 5:00 p.m. and 9:00 p.m. and weekends between the hours of 11:00 a.m. and 3:00 p.m. All interviews were conducted by Doug Fast & Associates' in-house public opinion interviewers using our *Computer Aided Telephone Interviewing* (CATI) call centre.

The Omnibus survey sample size of 1,000 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error of plus or minus 3.1 percentage points: reliable results with low variability. Frequency charts for all public opinion issues are illustrated in this report.

Doug Fast & Associates designed and implemented programs to facilitate the statistical analysis of data using the industry standard SPSS computer program (Statistical Package for Social Sciences). Data checking procedures were utilized at all times to ensure accuracy of the data. In addition, statistical tests were conducted on the demographics to check for reliability and validity of the survey data.

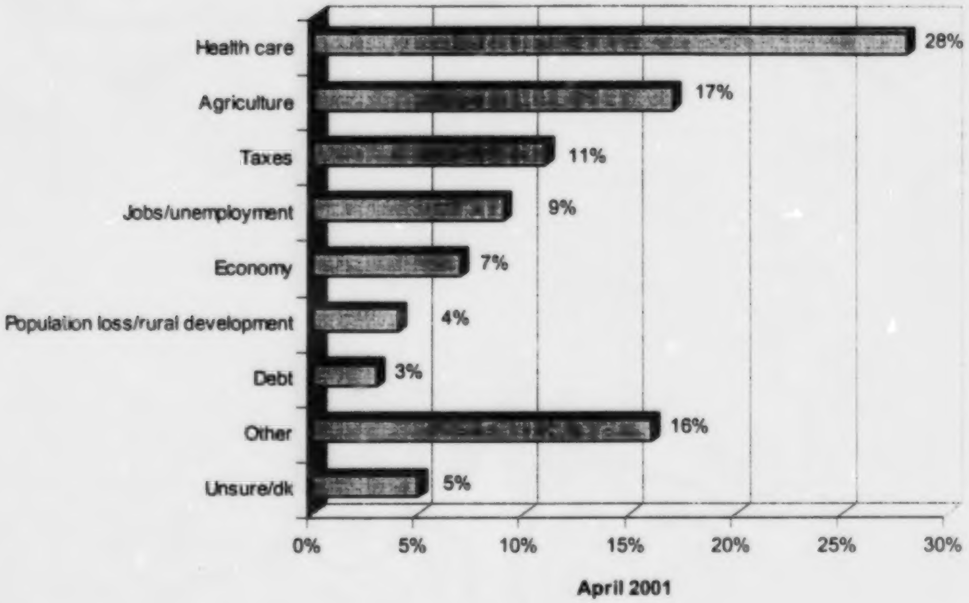
1.0 GENERAL ISSUES

Question 1. In your opinion, what is the most important issue facing Canada today?



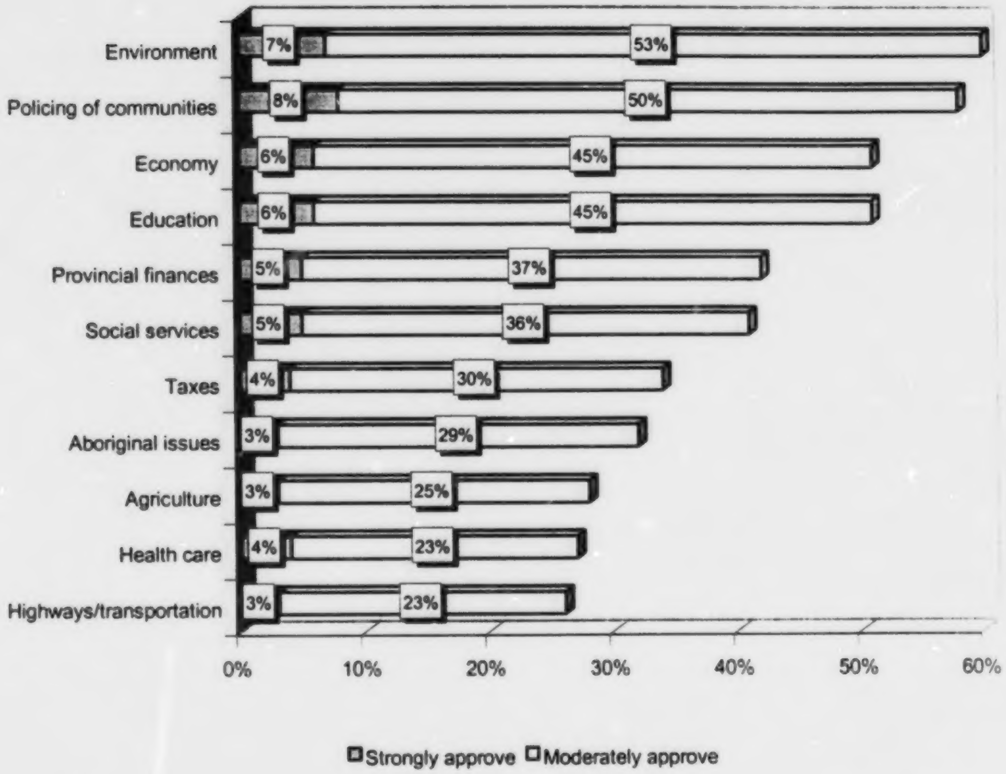
- According to 27% of Saskatchewan residents, the most important issue facing Canada today is the health care system. Other important issues include the economy (10%), federal taxes (8%), jobs and unemployment (7%), agriculture (5%), the national deficit and accumulated debt (4%), national unity (4%) and business and industry (4%).
- Approximately 18% of respondents are primarily concerned with 'other' issues such as the federal government in general (4%), the environment (2%), education (2%) and increasing natural gas and utility prices (2%).

Question 2. What do you think is the most important issue facing the province of Saskatchewan today?



- The most important issue facing the province today, according to 28% of Saskatchewan residents, is health care. Approximately 17% of residents are concerned primarily with agriculture, 11% with provincial taxes, 9% with jobs and unemployment and 7% are primarily concerned with the provincial economy.
- Included among 'other' important issues identified by 16% of respondents are the provincial government in general (3%), increasing natural gas and utility prices (2%), highways and transportation (2%), education (2%) and Native issues (2%).

Question 3. How much do you approve of the way the provincial government is handling the following…

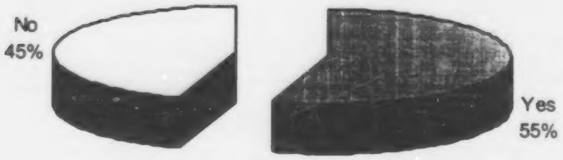


- The majority of Saskatchewan residents approve of the way the provincial government is handling the environment (60%), the policing of communities (58%), the economy (51%) and education (51%).

- More than one third approve of the way the provincial government is handling provincial finances (42%), social services (41%), and taxes (34%).

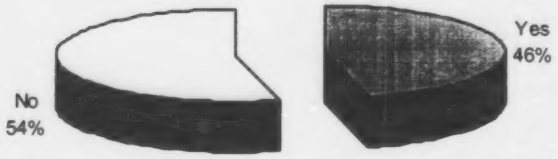
- More than one quarter of Saskatchewan residents approve of the way the provincial government is handling Aboriginal issues (32%), agriculture (28%), health care (27%) and highways and transportation (26%).

Question 4. Do you have access to the Internet?



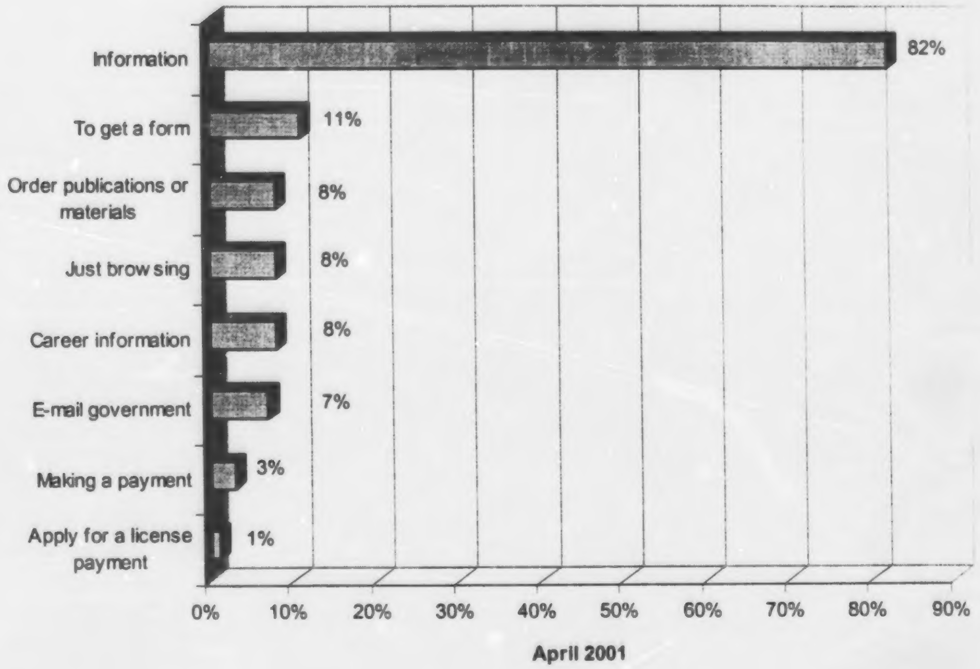
- The majority (55%) of Saskatchewan residents have access to the Internet.

Question 5. Have you ever visited a provincial government web site?



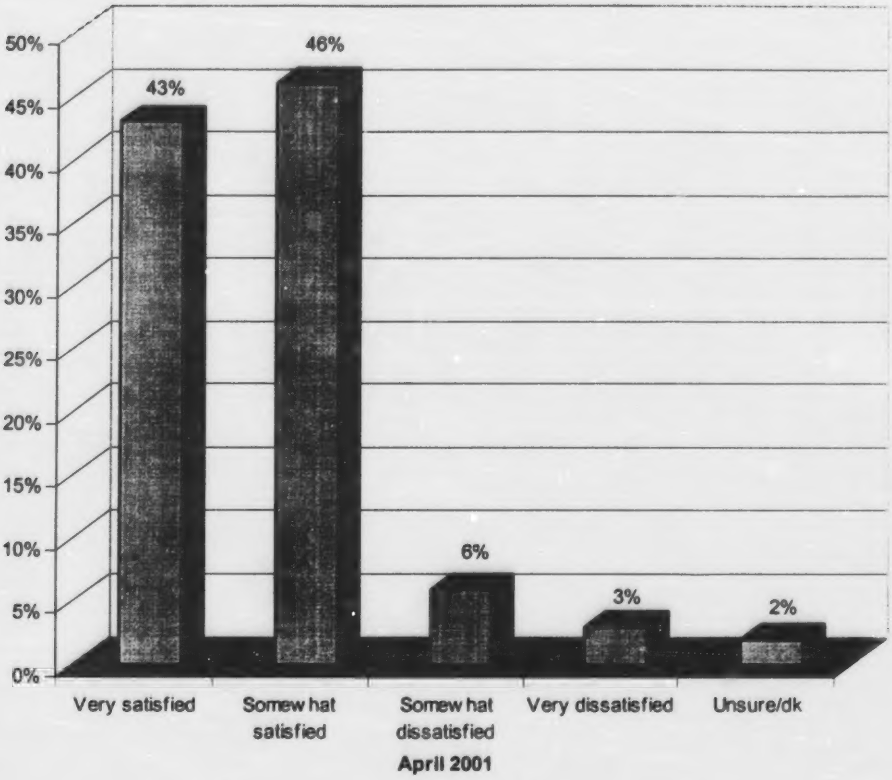
- Approximately 46% of those residents who have access to the Internet have visited a provincial government web site (25% of all residents).

Question 6. What was the purpose of the visit?



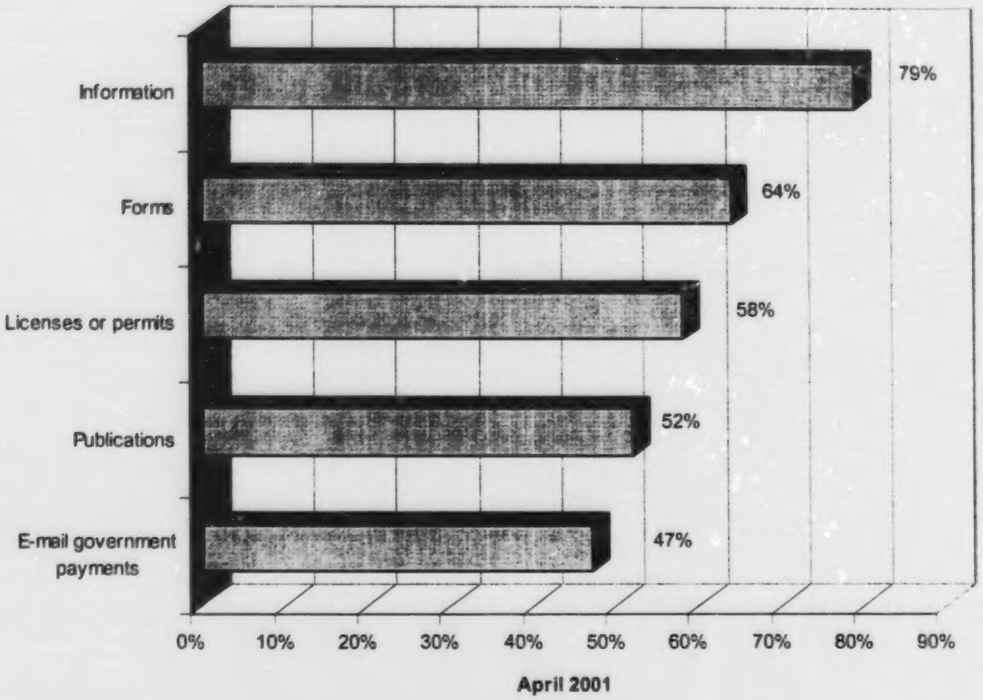
- The large majority (82%) of those residents who have visited a provincial government website indicate they did so to gather information (21% of all residents).

Question 7. Were you satisfied with the service you received?



- The large majority (89%) of those residents who have visited a provincial government web site are satisfied with the service they received (23% of all residents).

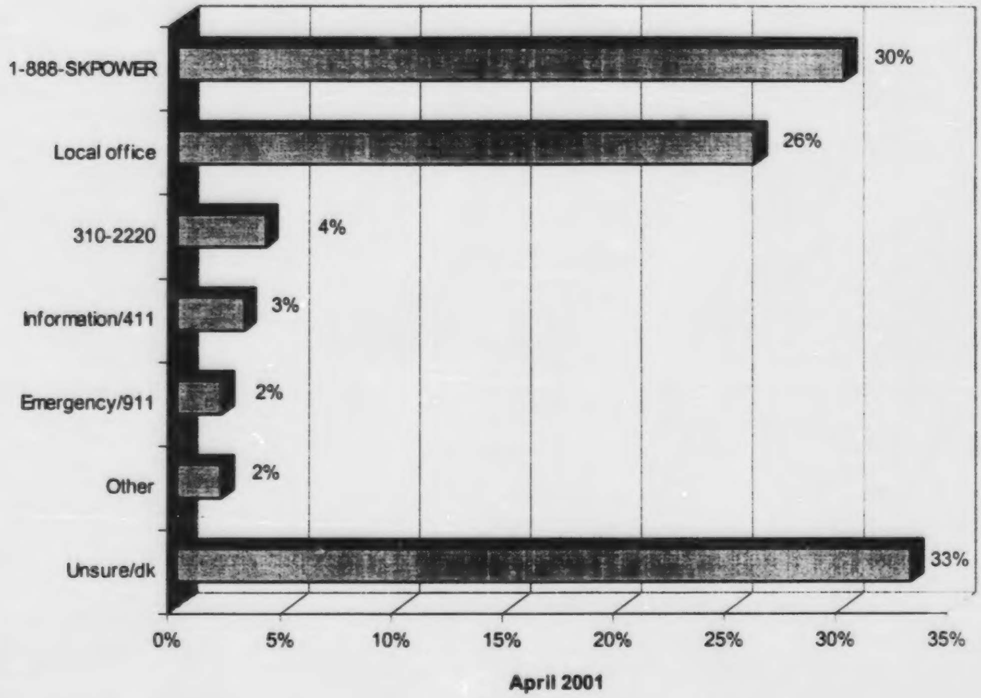
Question 8. Do you think you would access any of the following government services if they were available?



- More than three quarters (79%) of those residents who accessed a provincial government web site accessed information (44% of all residents). Approximately 64% accessed forms (36% of all residents), 58% accessed licenses or permits (32% of all residents), 52% accessed publications (29% of all residents) and 47% e-mailed government payments (26% of all residents).

2.0 SASKPOWER

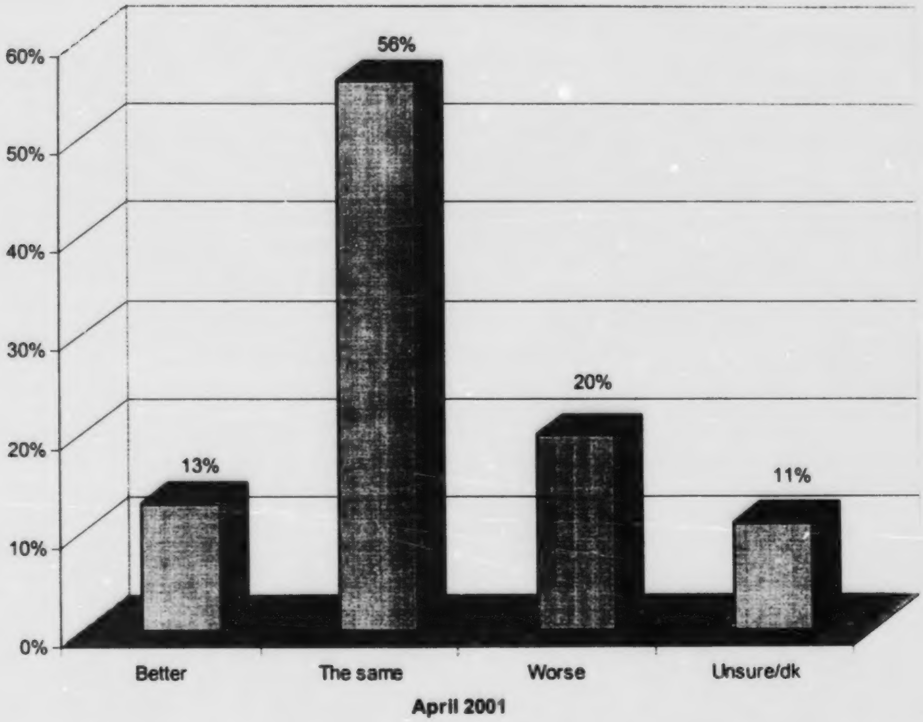
Question 9. What phone number would you call in the event of a power outage?



- Approximately 30% of Saskatchewan residents indicate they would call 1-888-SKPOWER in the event of a power outage and 26% would call their local SaskPower office. One third (33%) are unsure what number they would call in event of a power outage.

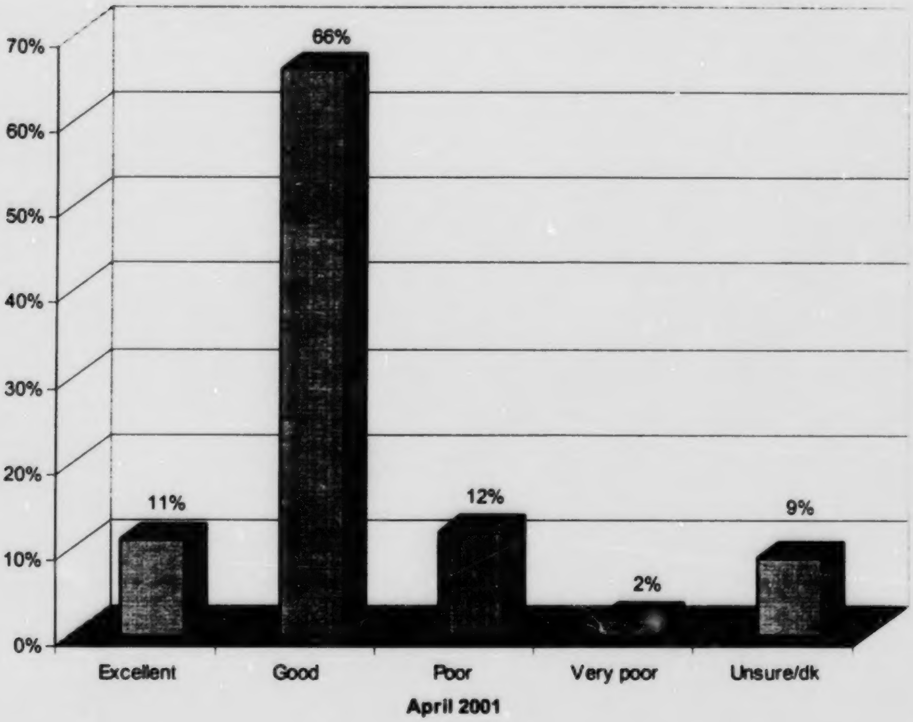
3.0 POST-SECONDARY EDUCATION & SKILLS TRAINING

Question 10. Compared to the rest of the country, do you think the post-secondary education and training system in Saskatchewan is better, the same or worse?



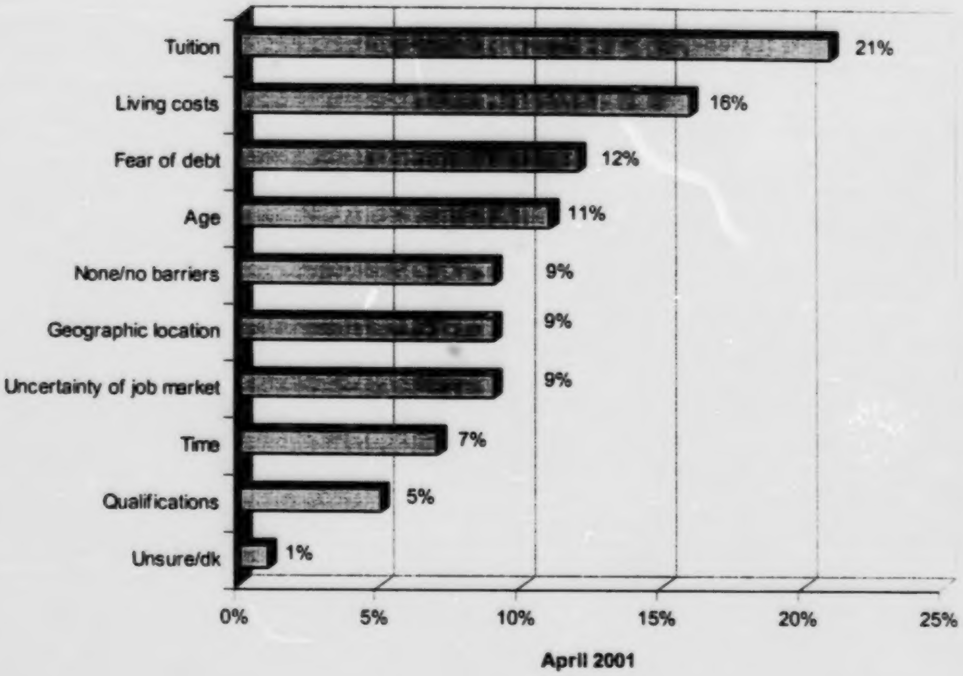
- The majority (69%) of residents think the post-secondary education and training system in Saskatchewan is the same or better than that of the rest of the country.

Question 11. Do you think the quality of Saskatchewan training programs is generally excellent, good, poor or very poor?



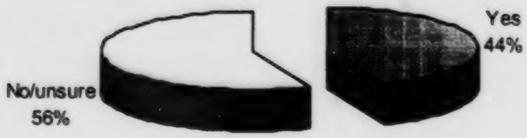
- The large majority of residents (77%) think the quality of Saskatchewan's training programs is good or excellent.

Question 12. What barriers do you or your family members experience which prevent you from taking post-secondary education or training?



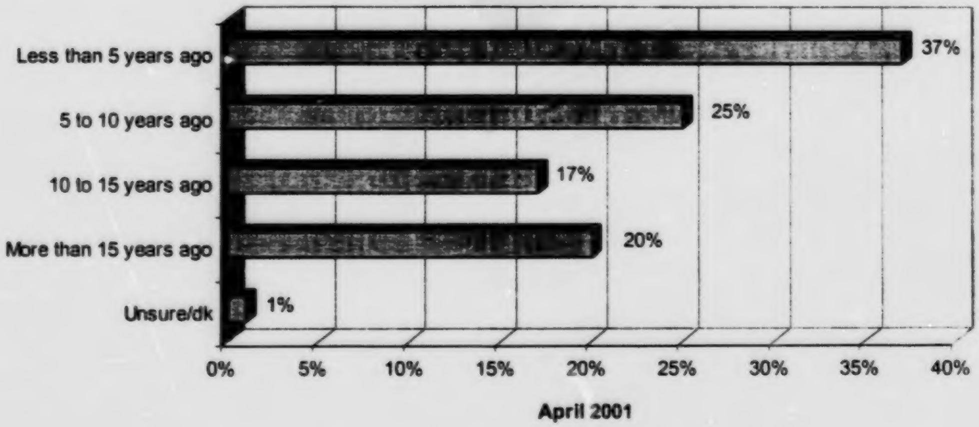
- One in five (21%) Saskatchewan residents identify tuition costs as a barrier for them or their family members from taking post-secondary education or training. Approximately 16% of residents identify living costs as a barrier, 12% indicate apprehension with taking on the debt they associate with post-secondary education or training and 11% suggest that their age is a barrier.

Question 13. Have you or anyone in your family ever taken out a student loan in Saskatchewan?



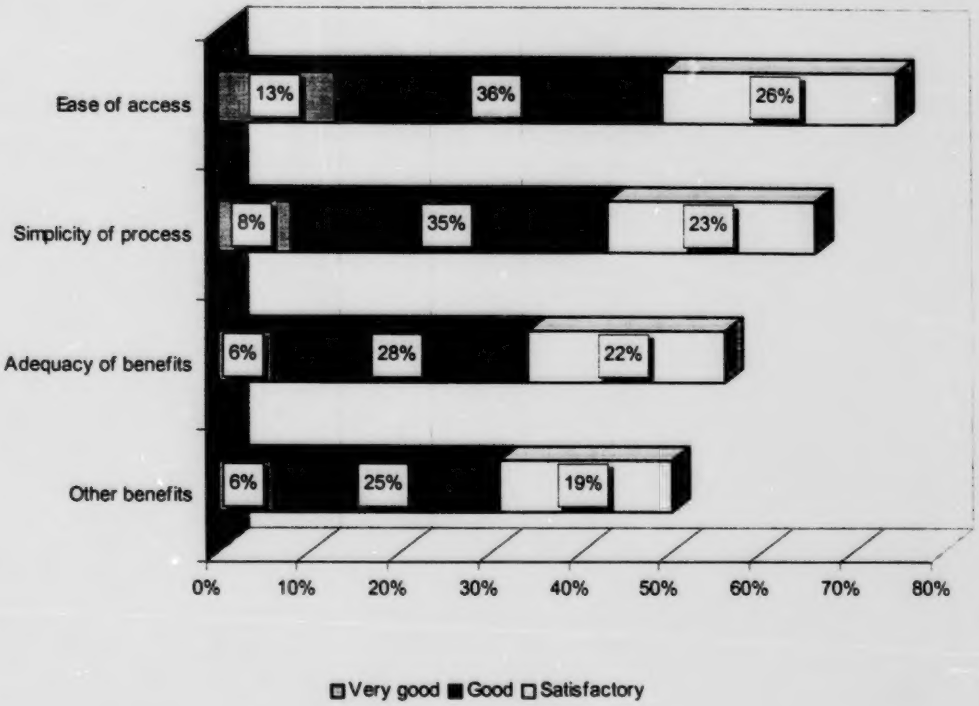
- Approximately 44% of residents indicate they or a family member have taken out a student loan in Saskatchewan at some point.

Question 14. How many years ago?



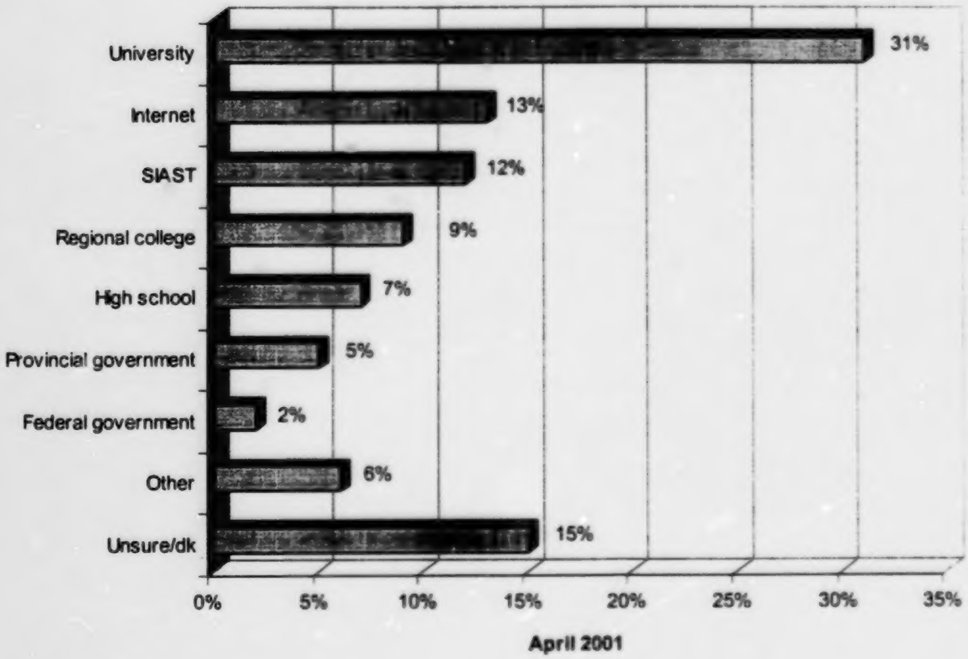
- More than one third (37%) of those residents who have taken a student loan in Saskatchewan indicate they took out the loan less than five years ago (17% of all residents), 25% say it was between five and ten years ago (11% of all residents), 17% say ten to fifteen years ago (8% of all residents) and 20% indicate they took out a student loan in Saskatchewan more than fifteen years ago (9% of all residents).

Question 15. Thinking about your experience with students loans, I would like you to rate each of the following areas...



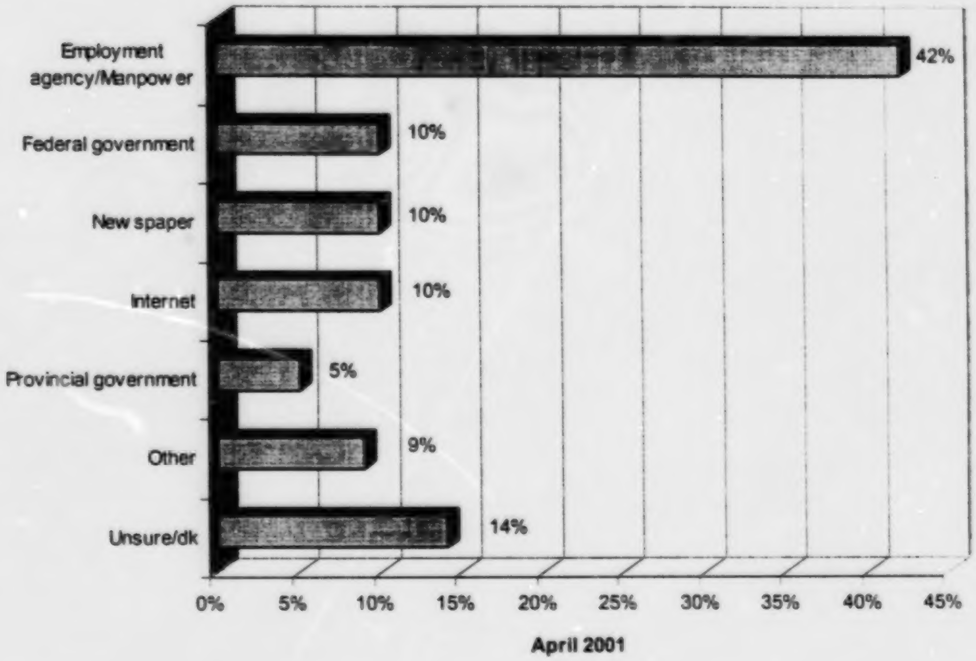
- Three quarters (75%) of Saskatchewan residents who have accessed student loans in Saskatchewan rate the ease of access as satisfactory or better. The majority rate the simplicity of the process (66%) and adequacy of benefits (56%) as satisfactory or better. One half (50%) rate other benefits such as bursaries, debt forgiveness, study grants or interest relief as satisfactory or better.

Question 16. Where would you go to get information about post-secondary education and training opportunities in Saskatchewan?



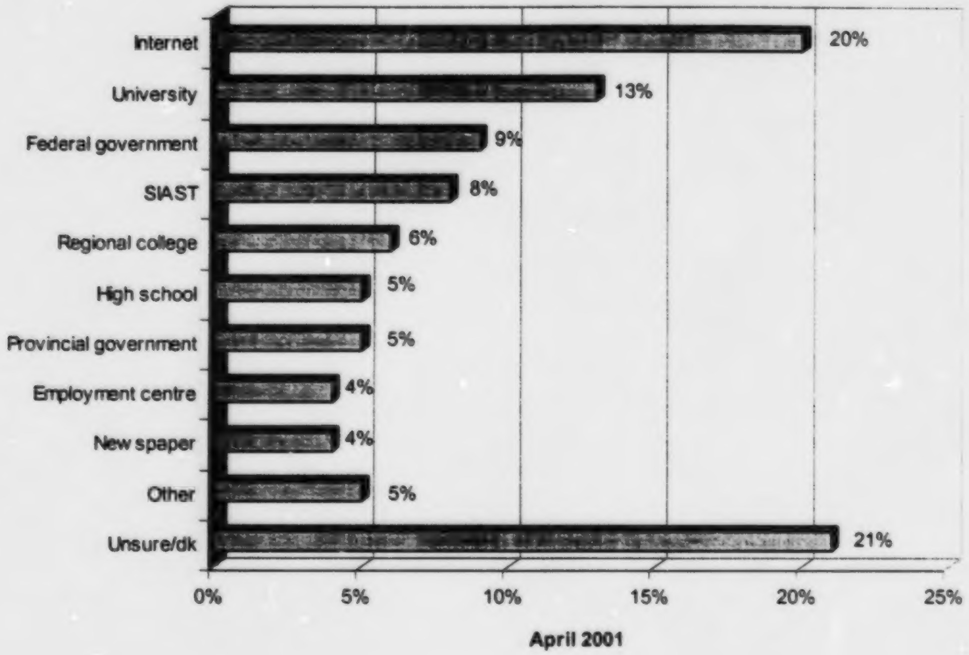
- More than one quarter (31%) of residents would go to a university to get information about post-secondary education and training opportunities in Saskatchewan.

Question 17. Where would you go for information about job opportunities or to find workers?



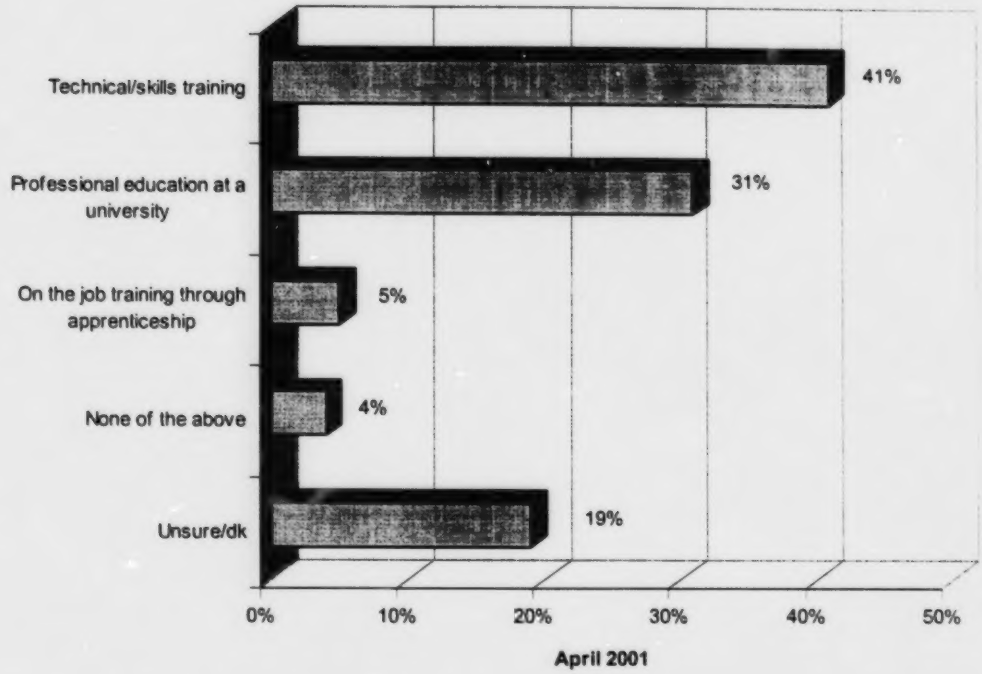
- Approximately 42% of residents would go to an employment agency or 'Manpower' (HRDC) to get information about job opportunities or to find workers.

Question 18. Where would you go for career information?



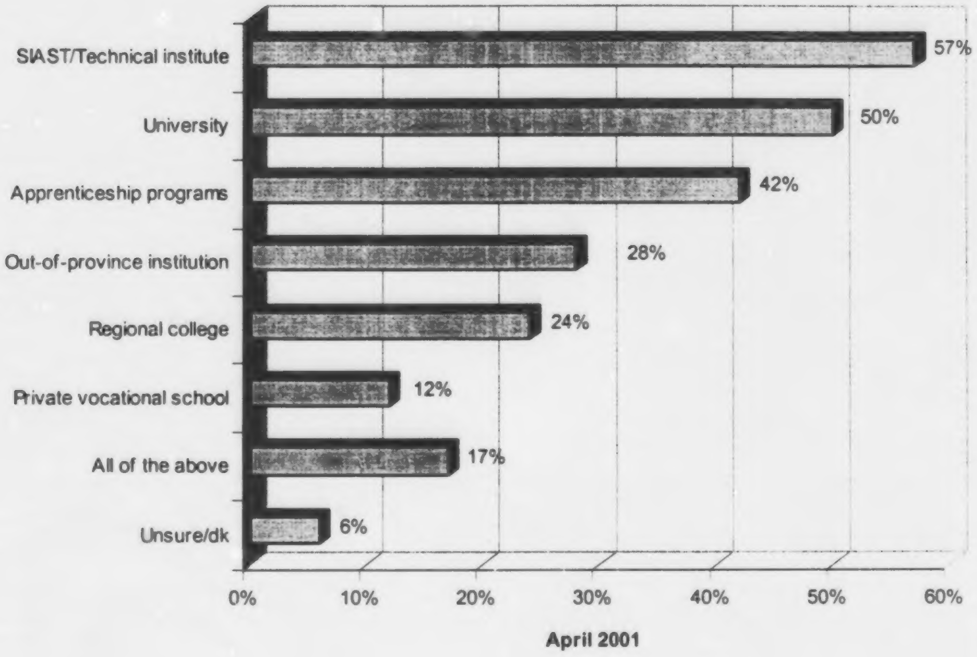
- One in five (20%) Saskatchewan residents would search on the Internet for career information, 13% would go to a university, 9% would obtain information from the federal government and 8% would get information from SIAST.

Question 19. Generally speaking, if you were advising a young person today, would you recommend they choose…



- Approximately 41% of Saskatchewan residents would recommend technical education and skills training if they were advising a young person today; 31% would recommend a professional education at a university.

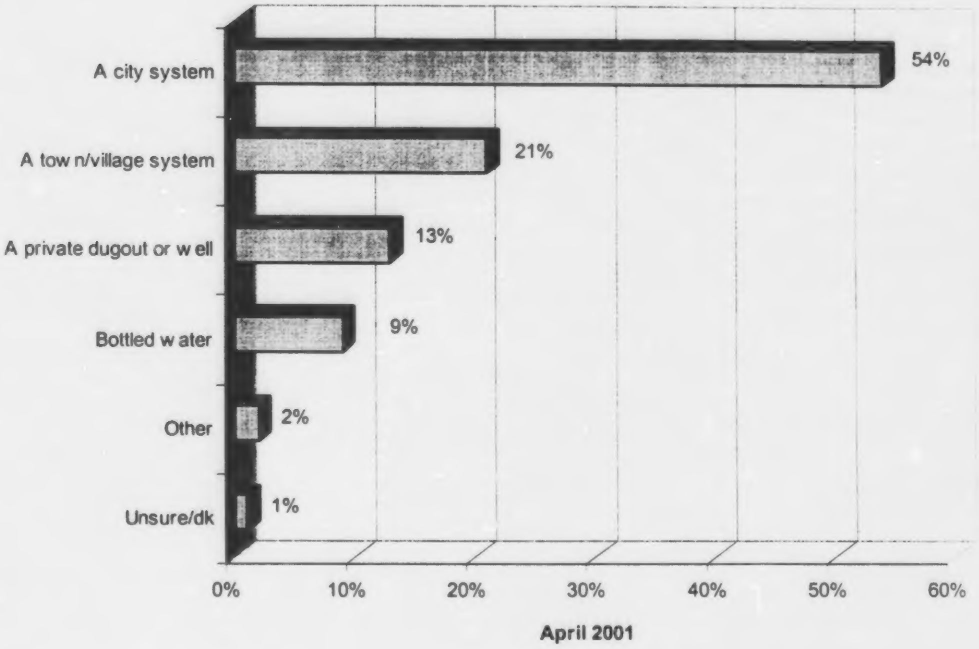
Question 20. Which institution would you recommend they attend? Would you recommend…



- If they were advising a young person today, Saskatchewan residents would recommend they attend SIAST or a technical training school (57%), university (50%), an apprenticeship program (42%) an out of province institution (28%) or a regional college (24%).

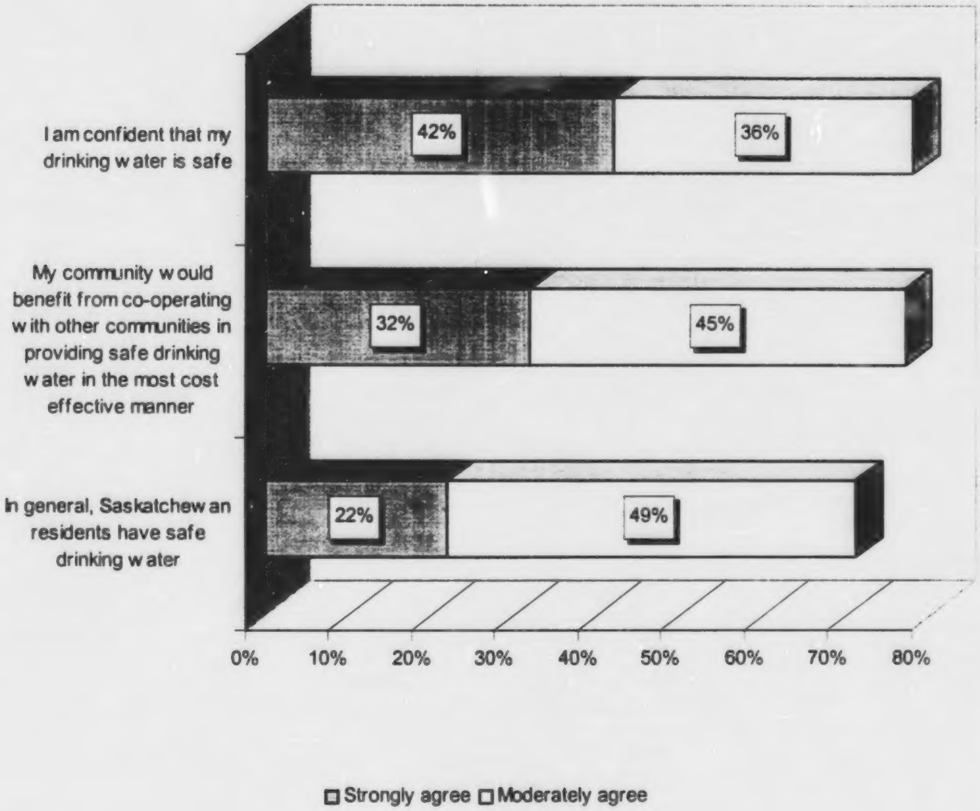
4.0 SASKWATER

Question 21. Can you please tell me where your drinking water comes from?



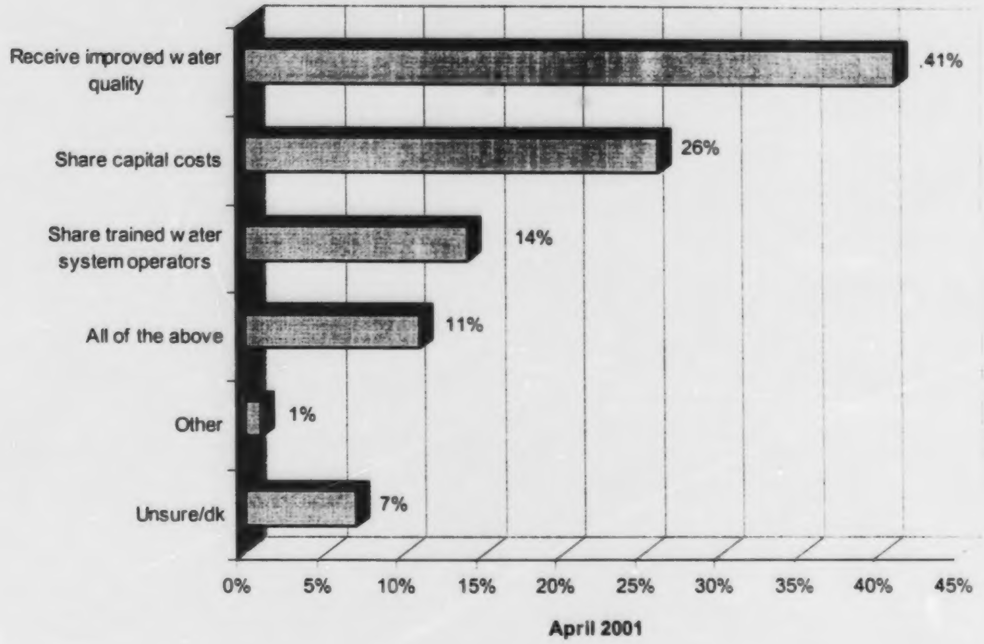
- The majority (54%) of Saskatchewan residents indicate their drinking water comes from a city system, 21% from a town or village system and 13% say their drinking water comes from a private dugout or well.

Question 22. How much do you agree with the following statements?



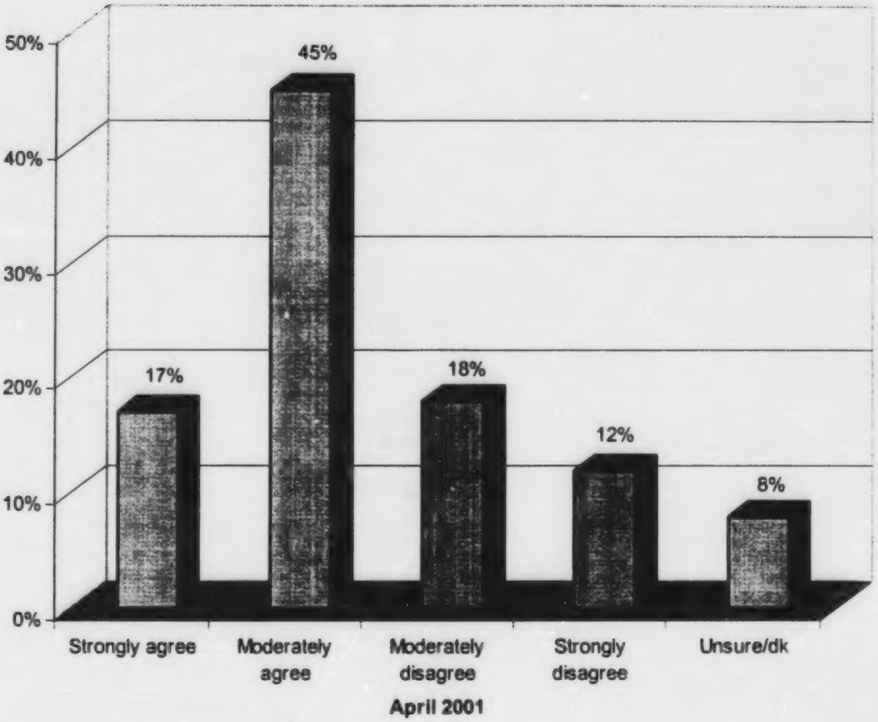
- The majority of residents are confident that their drinking water is safe (78%), their community would benefit from co-operating with other communities in providing safe drinking water in the most cost effective manner (77%) and in general, Saskatchewan residents have safe drinking water (71%).

Question 22d. What benefits would your community see by co-operating with other communities in providing safe drinking water?



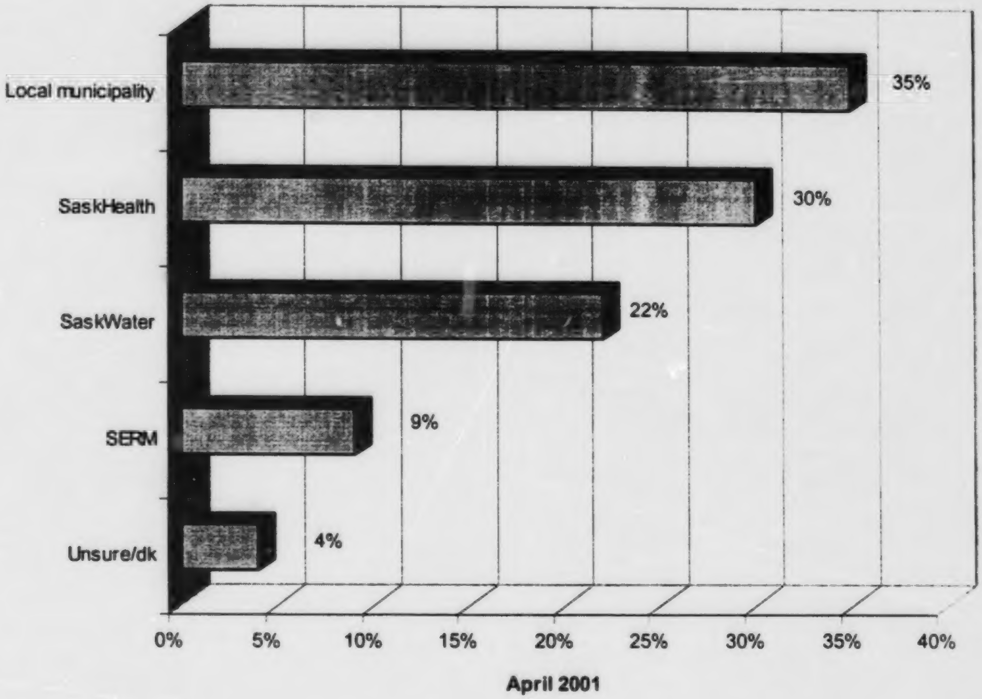
- Approximately 41% of those Saskatchewan residents who think their community would benefit from co-operating with other communities in providing safe drinking water in the most cost effective manner think their community would receive improved water quality, 26% see benefits in sharing capital costs and 14% think sharing trained water systems operators would benefit their community.

Question 22e. If improvements are required to make my drinking water safe or to generally improve the drinking water quality, I would be willing to pay higher water rates.



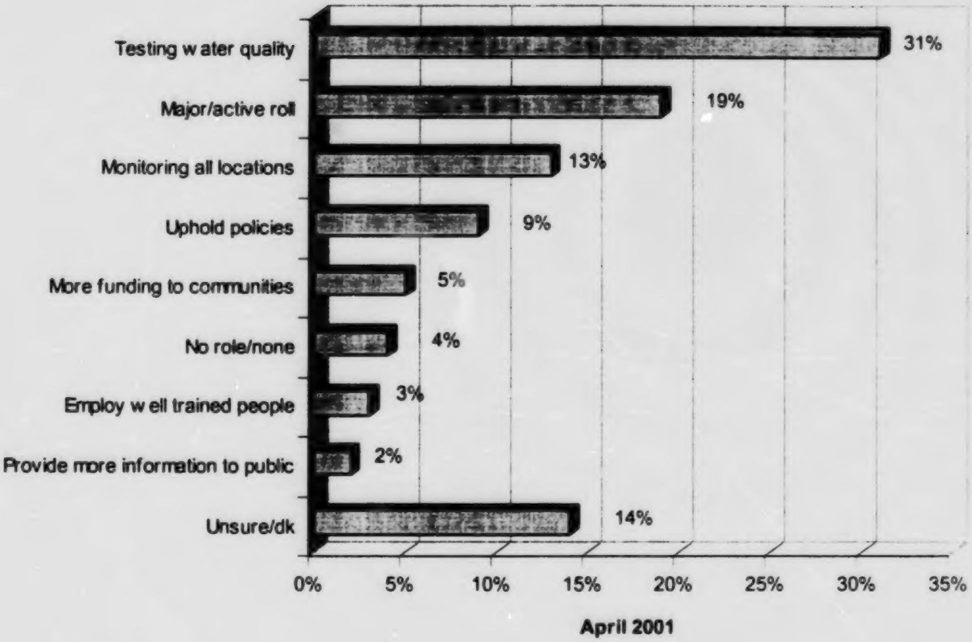
- The majority (62%) of Saskatchewan residents agree they would be willing to pay higher water rates to make their drinking water safe or to generally improve the drinking water quality.

Question 23. If you were concerned about the safety of your drinking water, which of the following would you be most likely to contact?



- More than one third (35%) of Saskatchewan residents indicate they would contact their local municipality if they were concerned about the safety of their drinking water, 30% would contact SaskHealth, 22% say they would contact SaskWater and 9% would contact Saskatchewan Environment and Resource Management (SERM).

Question 24. What role should the provincial government play in ensuring the safety of everyone's tap water?



- Approximately 31% of Saskatchewan residents think the provincial government should be testing water quality to ensure the safety of everyone's tap water, 19% say they should be taking a more active role in ensuring the safety of tap water, 13% think the provincial government should be monitoring all locations and 9% think they should be upholding all policies, guidelines and standards.

5.0 SOCIAL SERVICES

Question 25. The Government and the Department of Social Services provides full and partial coverage for a wide range of programs and services. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.

	Strongly agree	Moderately agree	Combined agree
Governments should make and enforce regulations to ensure child care services meet minimum quality standards.	61%	29%	90%
The main goal of child care is to enable parents to work or go to school.	36%	47%	83%
Governments should help low-income parents with the costs for child care.	37%	44%	81%
Governments should ensure child care is available in all parts of the province.	44%	31%	75%
Assuming that a family qualifies for child care subsidies, the family should be allowed to use that subsidy to pay a relative to fulfill their child care needs.	35%	39%	74%
Children would be better off if one of their parents could stay home to look after them even if it negatively affected the family's financial situation.	45%	28%	73%
The main goal of child care is to help develop social and learning skills.	34%	39%	73%
Governments should help middle-income parents with the costs for child care.	22%	40%	62%
Parents, not governments, should always be responsible for paying for child care.	18%	34%	52%
Extending kindergarten to include four year olds would be a way to help meet child care needs in Saskatchewan.	14%	21%	35%

- The large majority of residents agree governments should make and enforce regulations to ensure child care services meet minimum quality standards (90%), the main goal of child care is to enable parents to work or go to school (83%) and governments should help low-income parents with the costs for child care (81%).

- Approximately three quarters of Saskatchewan residents agree governments should ensure child care is available in all parts of the province (75%), families should be allowed to use child care subsidies to pay a relative to fulfill their child care needs (74%), children would be better off if one of their parents could stay home to look after them even if it negatively affected the family's financial situation (73%) and the main goal of child care is to help develop social and learning skills (73%).

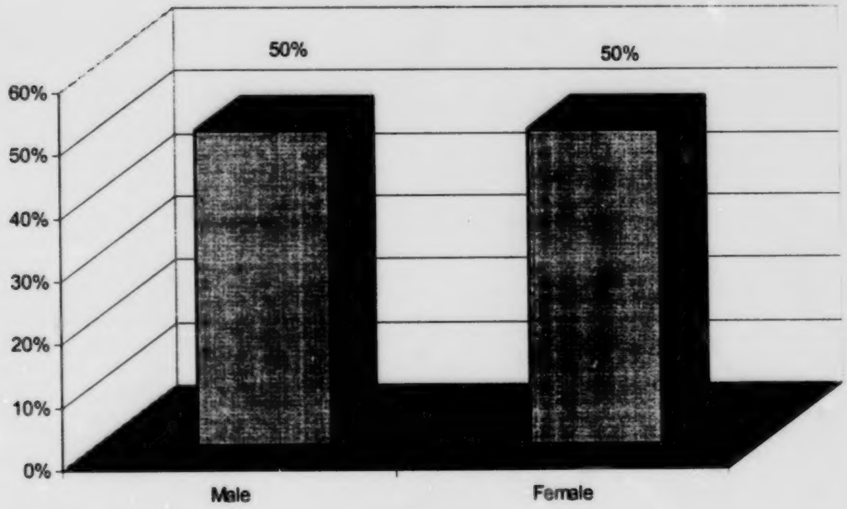
- The majority agree governments should help middle-income parents with the costs for child care (62%) and parents, not governments, should always be responsible for paying for child care (52%).

APPENDIX II SURVEY DEMOGRAPHICS

The omnibus public opinion sample frame is constructed to facilitate proportionate representation of various demographic characteristics evident within the province of Saskatchewan. This ensures that opinions of all the various types of residents in Saskatchewan are proportionately represented in the statistical measurements documented in this report. The demographic distributions from the survey sample generally parallel the province's actual population distributions, as measured by Statistics Canada census data.

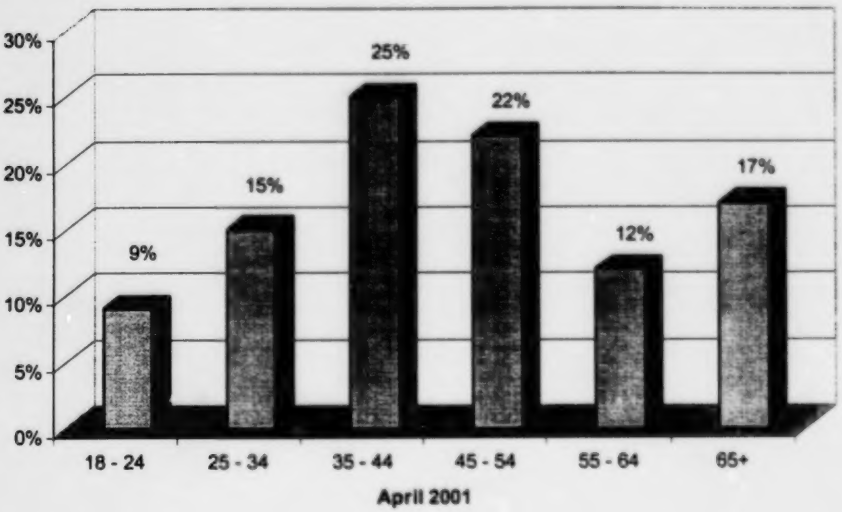
The omnibus survey sample size of 1,000 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error for the point estimates contained in this report of plus or minus 3.1 percentage points.

Survey sample gender distribution

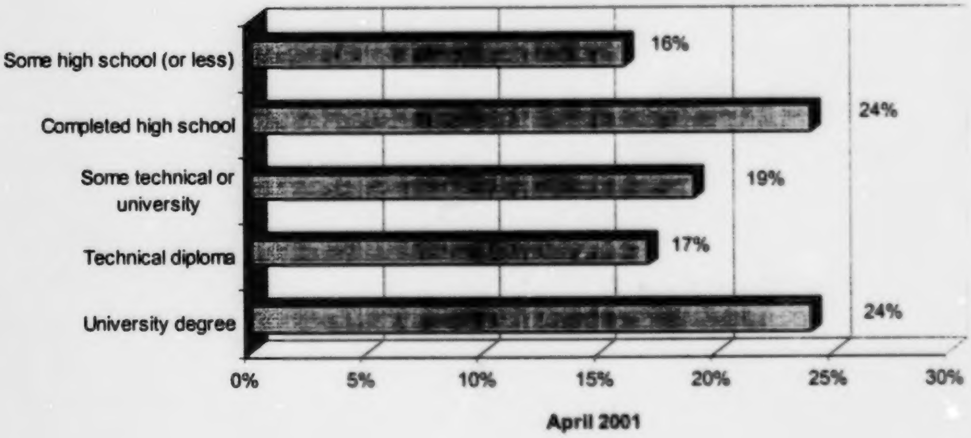


April 2001

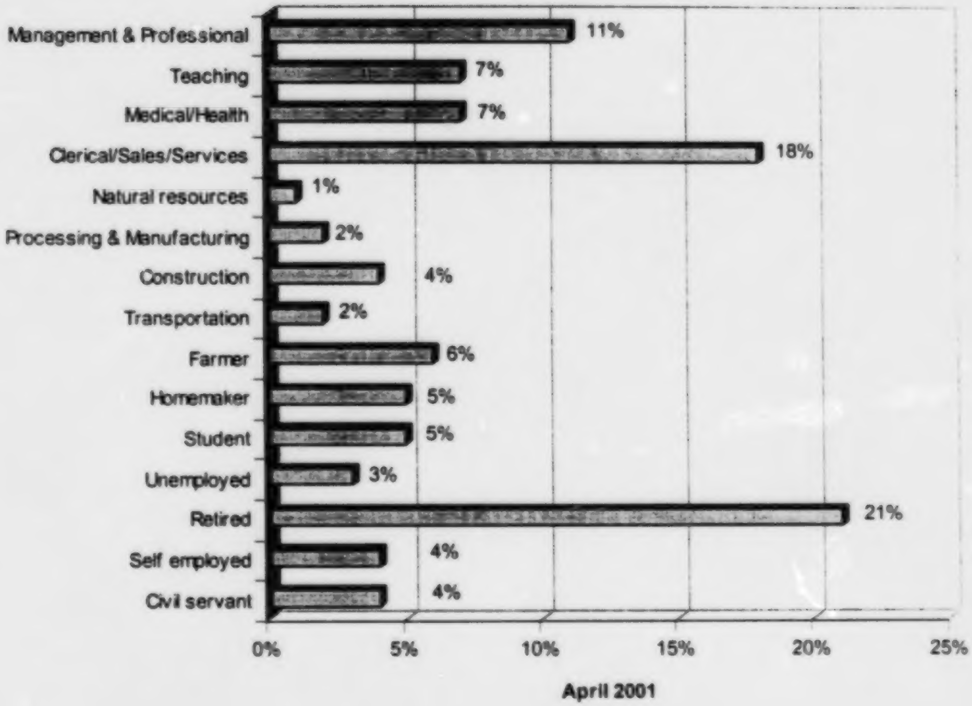
Survey sample age distribution



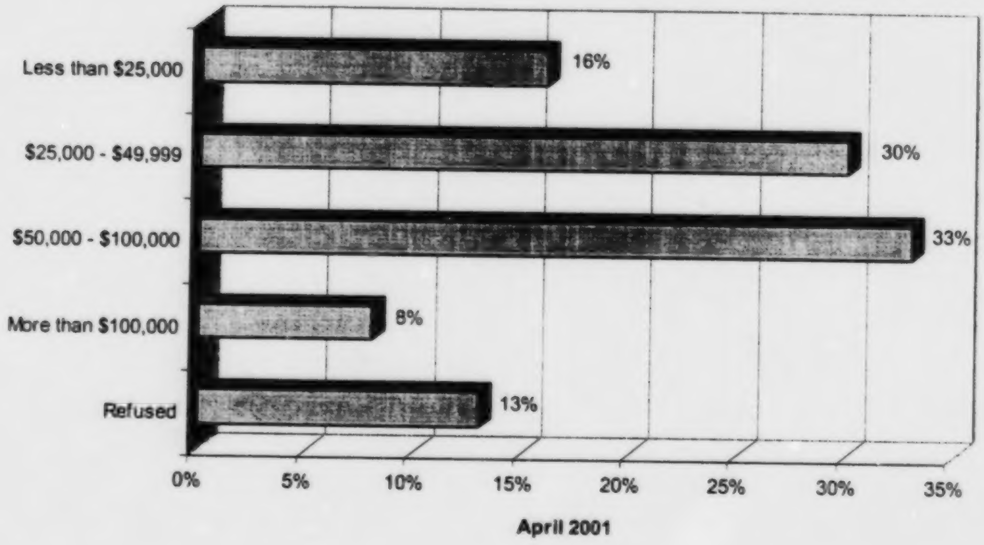
Survey sample education distribution



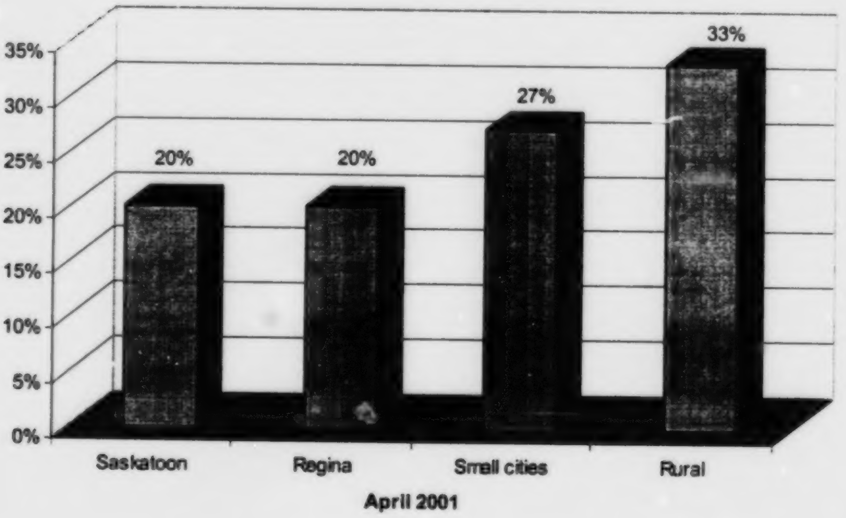
Survey sample occupation distribution



Survey sample income distribution



Survey sample regional distribution



Department/Crown commissioning the work:

Finance

Date: **April, 2001**

Supplier: Sigma Analytics
Data Mining & Research,
Regina

Cost: **$10,202**

Saskatchewan Finance

Post Budget Survey

Prepared for Saskatchewan Finance
by
Sigma Analytics

April 18, 2001

Highlights

The Budget

- 54.2% of decided adults in Saskatchewan who responded indicated they were aware that the Government of Saskatchewan has tabled its budget for 2001-2002. Awareness was highest among men above the age of 35, where at least 71% were aware the budget had been tabled.

- Among those that were aware that the budget was tabled, 42.8% said television news was their primary source of information concerning the budget.

- Among those that were aware that the budget was tabled, 66.6% approved of the direction taken in the 2001-2002 budget. With regards to most gender and age demographics there was slightly less approval among rural respondents as compared to urban respondents. Even if the budget approval rating is corrected by re-weighting the results to account for the fact that those who approve the provincial government's actions indicated more likelihood of being aware of the budget being tabled, the approval level remains a strong 61.3% of the overall population.

- 81.9% believe that it was an appropriate step for the provincial government to budget 1.1 billion dollars for education at this time.

- 81.3% believe that it was an appropriate step for the provincial government to budget 312 million dollars for highways at this time.

- 75.6% believe that it was an appropriate step for the provincial government to budget an extra 229 million dollars for healthcare at this time.

- 72.6% believe that it was an appropriate step for the provincial government to budget 10 million dollars to provide for programs to protect and nurture children at this time.

- 75.4% believe that it was an appropriate step for the provincial government to lower small business tax from 8% to 6% at this time.

- Among those who are aware of the budget and do not approve of the way the provincial government is handling its job, 35.6% approve of the direction of the budget. This group has a significantly lower income than those who do not approve of the government's performance and do not approve of the budget, and is much more favorable to the government with regards to their handling of healthcare, both in the budget and as a whole. Further, this segment gives the government a significantly higher approval rating with regards to the economy.

Provincial Government Approval Ratings

- 48.9% of decided adults in Saskatchewan currently approve of the way the provincial government is performing its job. This support is highest among males above the age of 55 (over 60% in favor) in which there has been an increase in excess of 20% since January 2001. This support is lowest among rural women in which no age demographic shows higher than 43% approving.

- 55.0% of decided adults in Saskatchewan currently approve of the way the provincial government is handling education. This marks a statistically significant increase of nearly 10 percentage points from the January 2001 percentage of 46.9%. Large increases occurred with regards to every male demographic with the largest being a 30% increase among urban males, 55 years and older.

- 27.5% of decided adults in Saskatchewan currently approve of the way the provincial government is handling agriculture. As expected, there is a statistically significant difference among rural and urban respondents with regards to this query. However, in no demographic does the government exceed a 50% approval rating.

- 35.5% of decided adults in Saskatchewan currently approve of the way the provincial government is handling healthcare. This marks a statistically significant increase from the 23.8% obtained in January 2001. The largest gains were made with respect to rural males in which for every age demographic there was an increase of at least 16%.

- 31.9% of decided adults in Saskatchewan currently approve of the way the provincial government is handling highways/transportation. This is a statistically significant increase of 13% from January 2001 (18.9%).

Background & Methodology

This poll was commissioned by Saskatchewan Finance in a tender call on which Sigma Analytics submitted the winning bid.

The primary objectives of this poll are three-fold:

- To provide data that quantifies current levels of awareness of the 2001 Saskatchewan Provincial Budget, and
- To evaluate directly the current levels of approval among the people of Saskatchewan with regard to both the budget as a whole, and particular aspects of the budget, and
- To quantify the impact of the 2001 Saskatchewan Provincial Budget on both the overall provincial government approval rating as well as on approval ratings for particular sectors of activity.

The poll was conducted by telephone. A sample of Saskatchewan households was drawn by simple random sampling and canvassed over a four-day period from Monday April 9th to Thursday April 12th. Calls were made between 5:00 p.m. and 9:00 p.m. on each of these days.

A total of 418 interviews were completed. Taken as a whole, the results from a sample of this size are considered to be accurate to within plus or minus 4.8 percentage points, 19 times out of 20.

The survey instrument was developed by Saskatchewan Finance in consultation with Sigma Analytics. The instrument was refined through a pre-test of 20 respondents gathered on Monday April 9th. It contained twenty-two substantive queries plus five demographic queries.

Call lists were generated using a random number generator. Each telephone number was geo-coded by both postal code and community name. All related geographic post-stratification is based on this methodology.

Interpreting the results in this report should be done with the following considerations in mind:

- While polling results for the entire sample are statistically reliable within the range indicated, results for sub-sets of the sample will have a larger margin of error. When sub-sets are used and statistically significant relationships exist, this fact is stated in the report.

- Polls are "snapshot" approximations of reality, valid within the indicated ranges at the time the poll is conducted. Trends in opinion may be under way at the time the "snapshot" of the poll is taken, or they may begin subsequent to the poll. These trends are not captured by the poll.

- Responses to all questions are provided in the form of valid percent. "Valid percent" means the percentage response among those who answered the question as opposed to the percentage response among those who were asked the question. The difference between the two is that only valid percent represents an unbiased estimator of the true population parameter of interest. As such, valid percent enables comparison of results of previous studies. In this report, for each query, the percent who "Didn't know" or "Refused to answer" is provided separately.

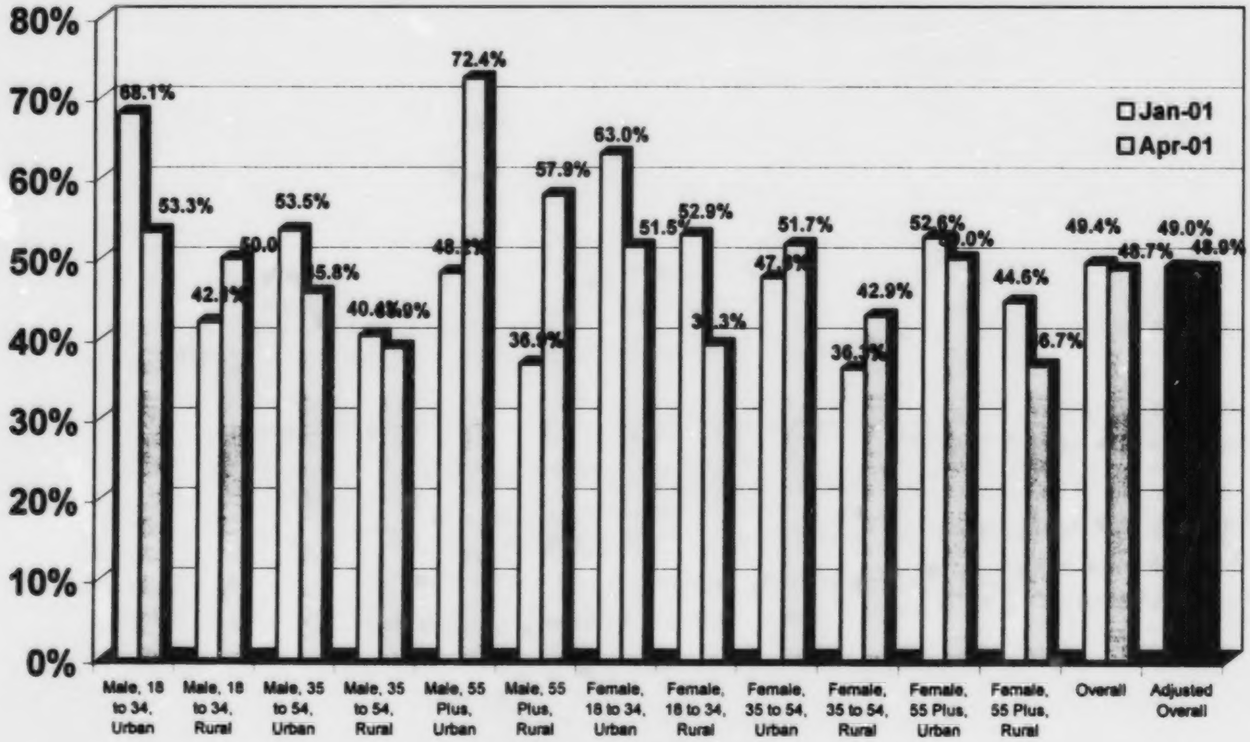
- For each major query, results are broken out by demographic strata. Overall results are provided as well as an adjusted overall score. The adjusted overall score is a re-weighted score, based on demographic variables, which insures that the sample is representative of the population. Due to the small sample size of this survey, only three variables could be accurately incorporated in a re-weighting. They are: age, gender, urban/rural.

- Results are compared throughout to provincial government approval ratings obtained through an independent poll conducted by Sigma Analytics, and published in both the Regina LeaderPost and the Saskatoon Star-Phoenix in January 2001. The results of this poll are based on 1208 completions, with a margin of error of 2.7 percentage points 19 out of 20 times.

Primary Results – Approval Ratings

"Generally speaking, do you approve or disapprove of the way the provincial government is performing its job?"
48.9% of decided adults in Saskatchewan currently approve of the way the provincial government is performing its job. With regard to specific demographic groups, the highest approval rating for the provincial government is currently among males over 55 (72.4% and 57.9% among urban and rural respectively.) This segment has seen a major increase in approval levels since January 2001 (40.2% and 36.9% respectively). Approximately 4.5% of those asked did not know whether they approved or disapproved, while 0.7% refused to respond.

Figure 1. Overall Provincial Government Approval Rating - Generally speaking, do you approve or disapprove of the way the provincial government is performing its job?



"Generally speaking, do you approve or disapprove of the way the provincial government is handling the economy?"

Adjusted to reflect actual demographics, 53.3% of decided adults in Saskatchewan currently approve of the way the provincial government is handling the economy. The government's approval rating has risen in many demographic segments since January. It has declined significantly among men 35 to 54, both urban and rural, where the approval is not higher than 46% in either demographic. Approximately 2.6% of those asked did not know whether they approved or disapproved, while 0.2% refused to respond.

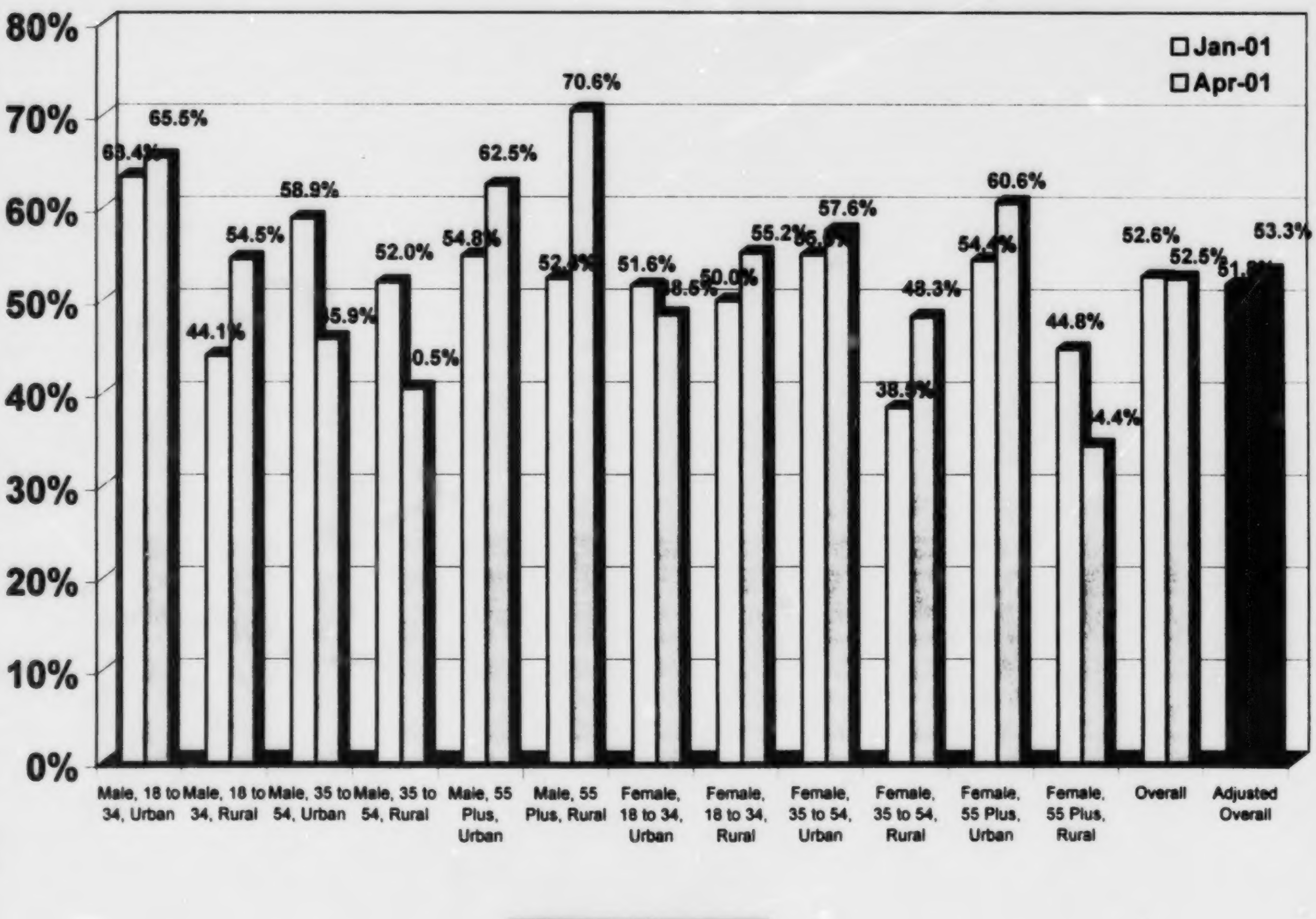
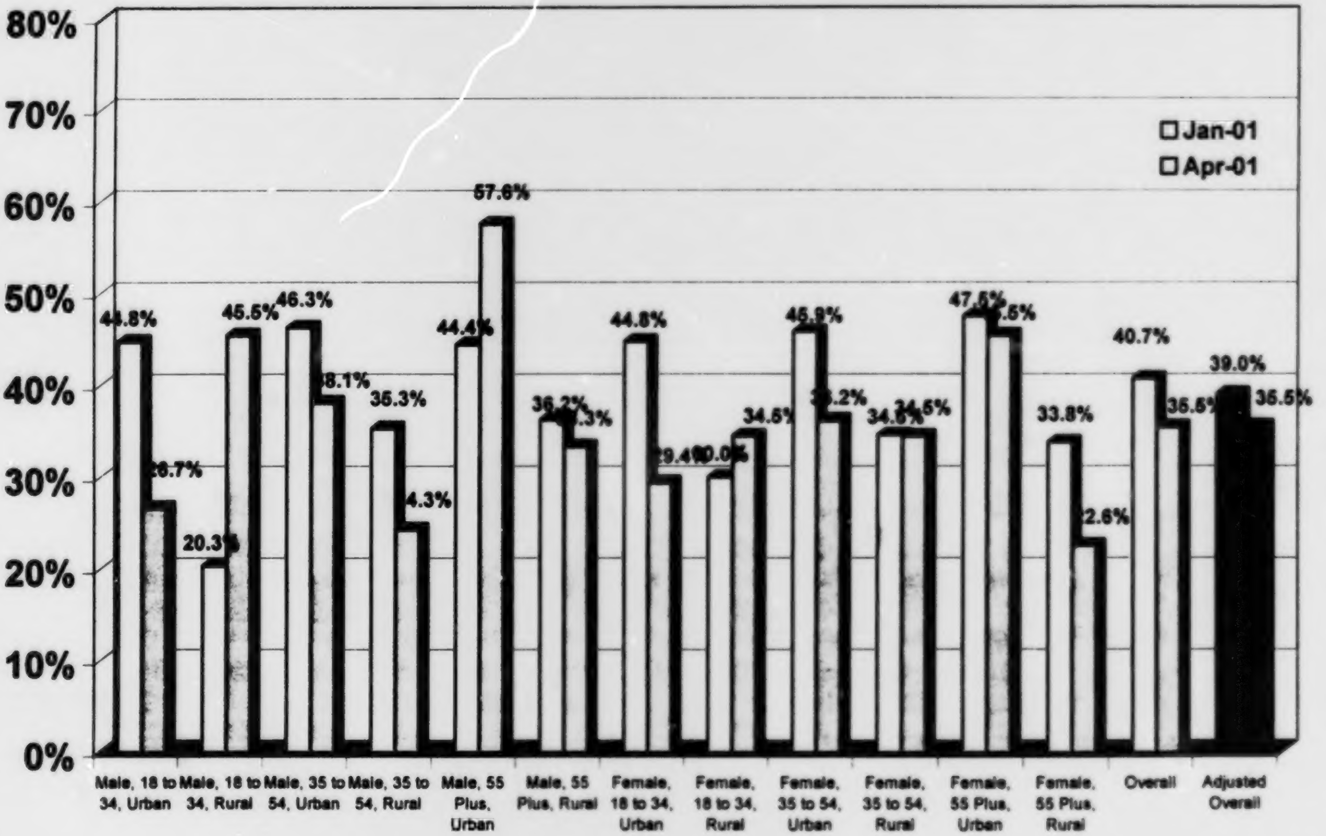


Figure 2. Provincial Government Approval Rating - The Economy

"Generally speaking, do you approve or disapprove of the way the provincial government is handling Taxes?"

35.5% of decided adults in Saskatchewan currently approve of the way the provincial government is handling taxes. This rating is down slightly from the January 2001 level of 39.0%. The largest decrease shows among urban males and females aged 18 to 34, where the scores dropped significantly from January 2001 (44.8% for both) to April 2001 (26.7%, 29.4%). Approximately 1.9% of those asked did not know whether they approved or disapproved.

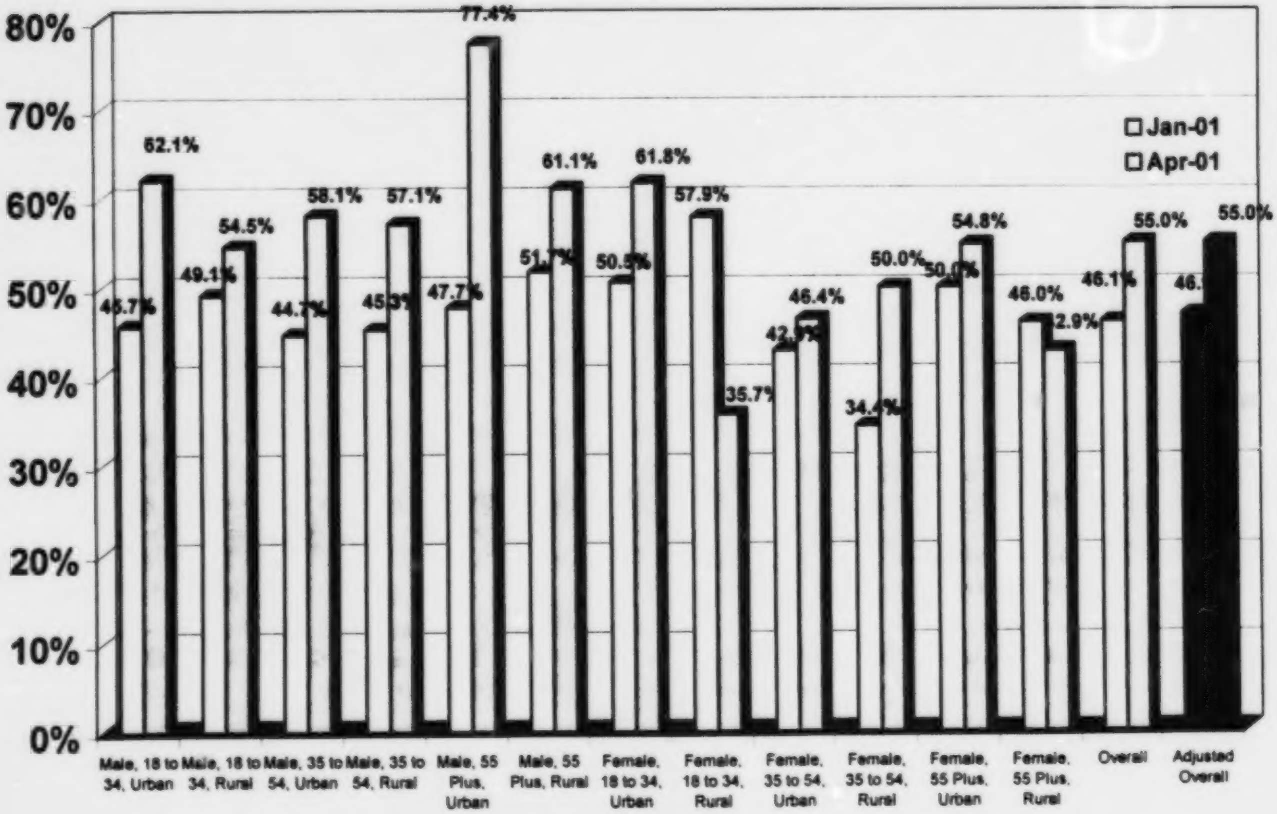
Figure 3. Provincial Government Approval Rating - Taxes



"Generally speaking, do you approve or disapprove of the way the provincial government is handling Education?"

55.0% of decided adults in Saskatchewan currently approve of the way the provincial government is handling education. This marks a statistically significant increase of nearly 10 percentage points from the January 2001 percentage of 46.9%. Large increases occurred in every male demographic with the largest being a 30% increase among urban males, 55 years and older. The only significant drop-off occurred among rural women between 18 and 34, in which the percentage dropped from 57.9% in January 2001 to 35.7% in April 2001. Approximately 4.5% of those asked did not know whether they approved or disapproved, while 0.2% refused to respond.

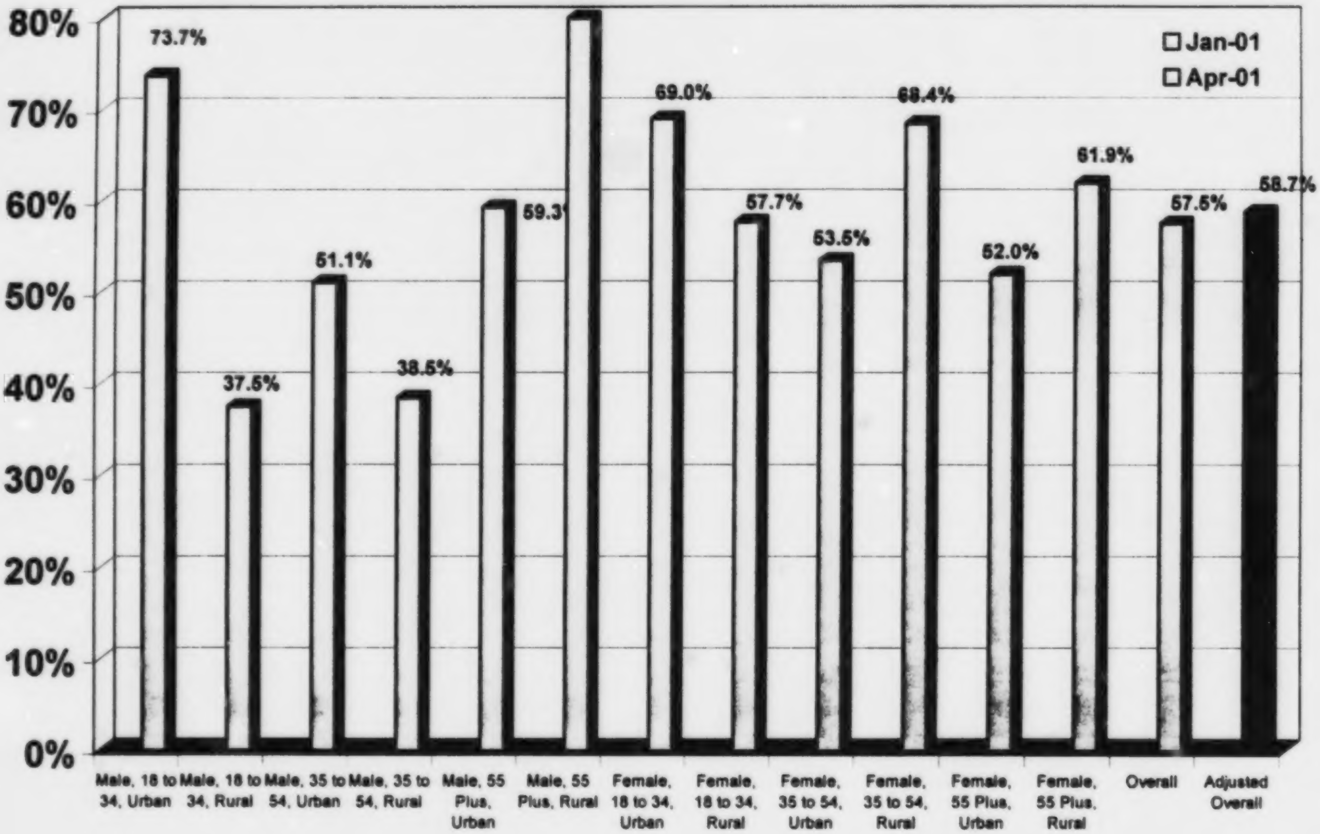
Figure 4. Provincial Government Approval Rating - Education



"Generally speaking, do you approve or disapprove of the way the provincial government is handling Children's Programs?"

58.7% of decided adults in Saskatchewan currently approve of the way the provincial government is handling children's programs. As no measure was taken in January 2001, there is no comparison provided for this query. Approximately 26.6% of those asked did not know whether they approved or disapproved, while 1.0% refused to respond.

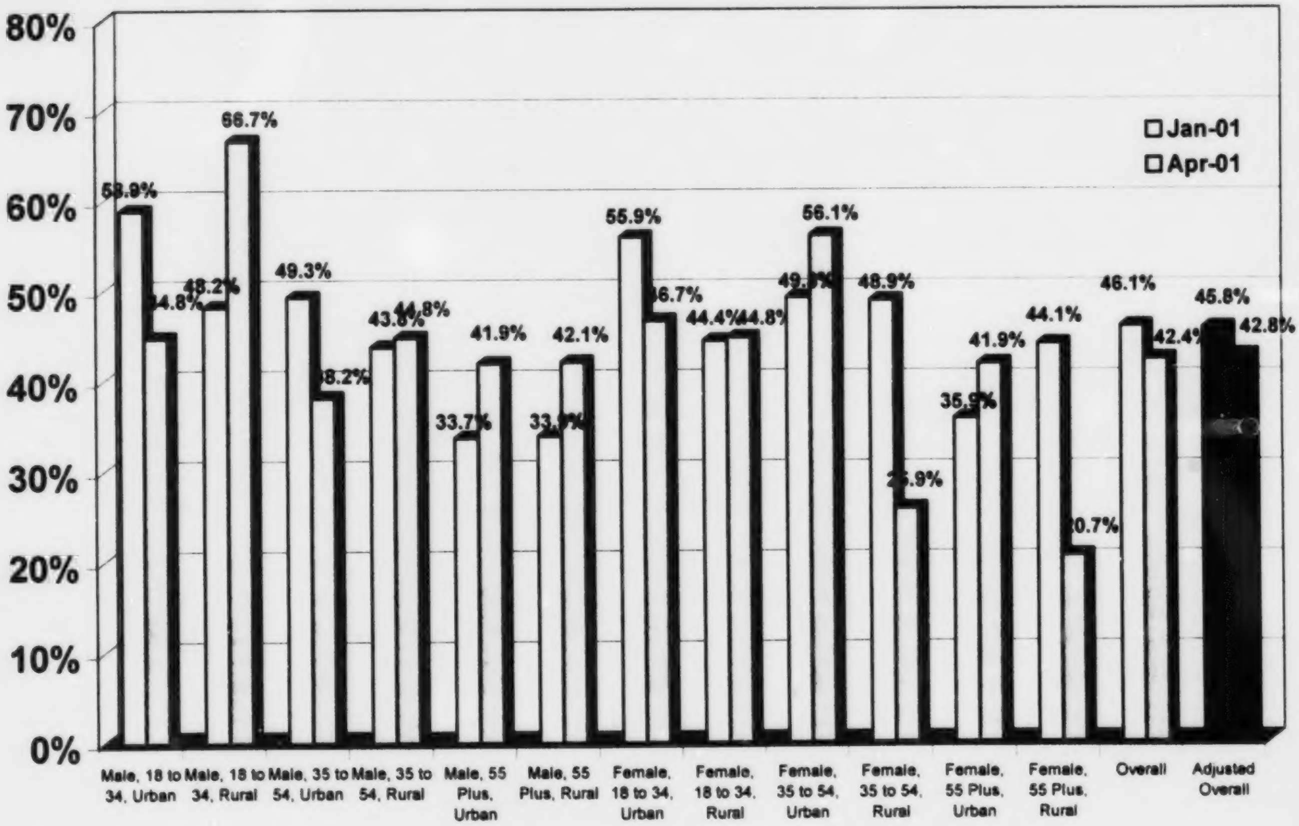
Figure 5. Provincial Government Approval Rating - Children's Programs



"Generally speaking, do you approve or disapprove of the way the provincial government is handling Crime?"

42.8% of decided adults in Saskatchewan currently approve of the way the provincial government is handling crime. This represents a slight, though not statistically significant decrease from January 2001. The greatest drop-off is among rural women over 35 where there has been a decrease of at least 23% in each demographic. Approximately 9.1% of those asked did not know whether they approved or disapproved, while 0.5% refused to respond.

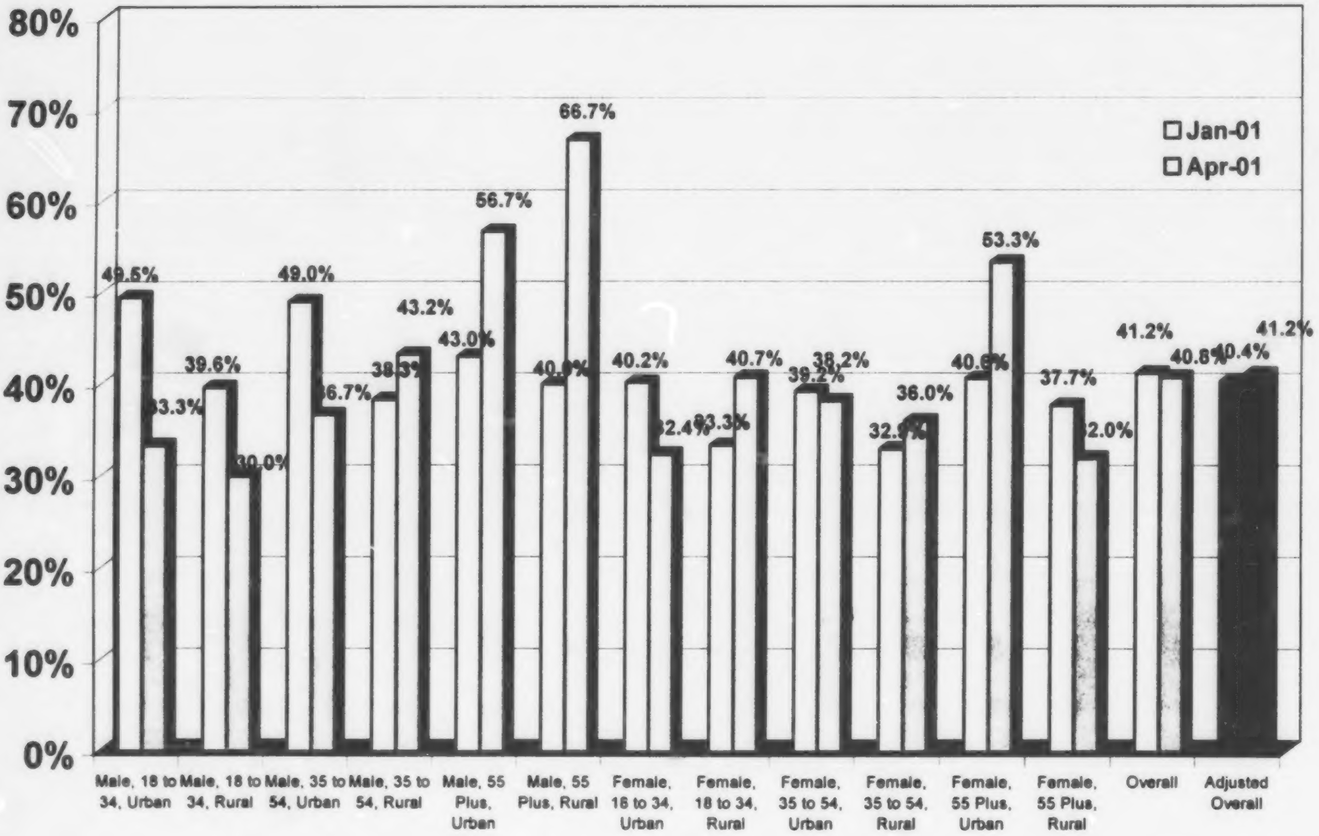
Figure 6. Provincial Government Approval Rating - Crime



"Generally speaking, do you approve or disapprove of the way the provincial government is handling Welfare?"

41.2% of decided adults in Saskatchewan currently approve of the way the provincial government is handling welfare. Large increases occurred among both urban and rural males, 55 plus, where approval ratings increased approximately 20 percentage points. Approximately 9.1% of those asked did not know whether they approved or disapproved, while 0.2% refused to respond.

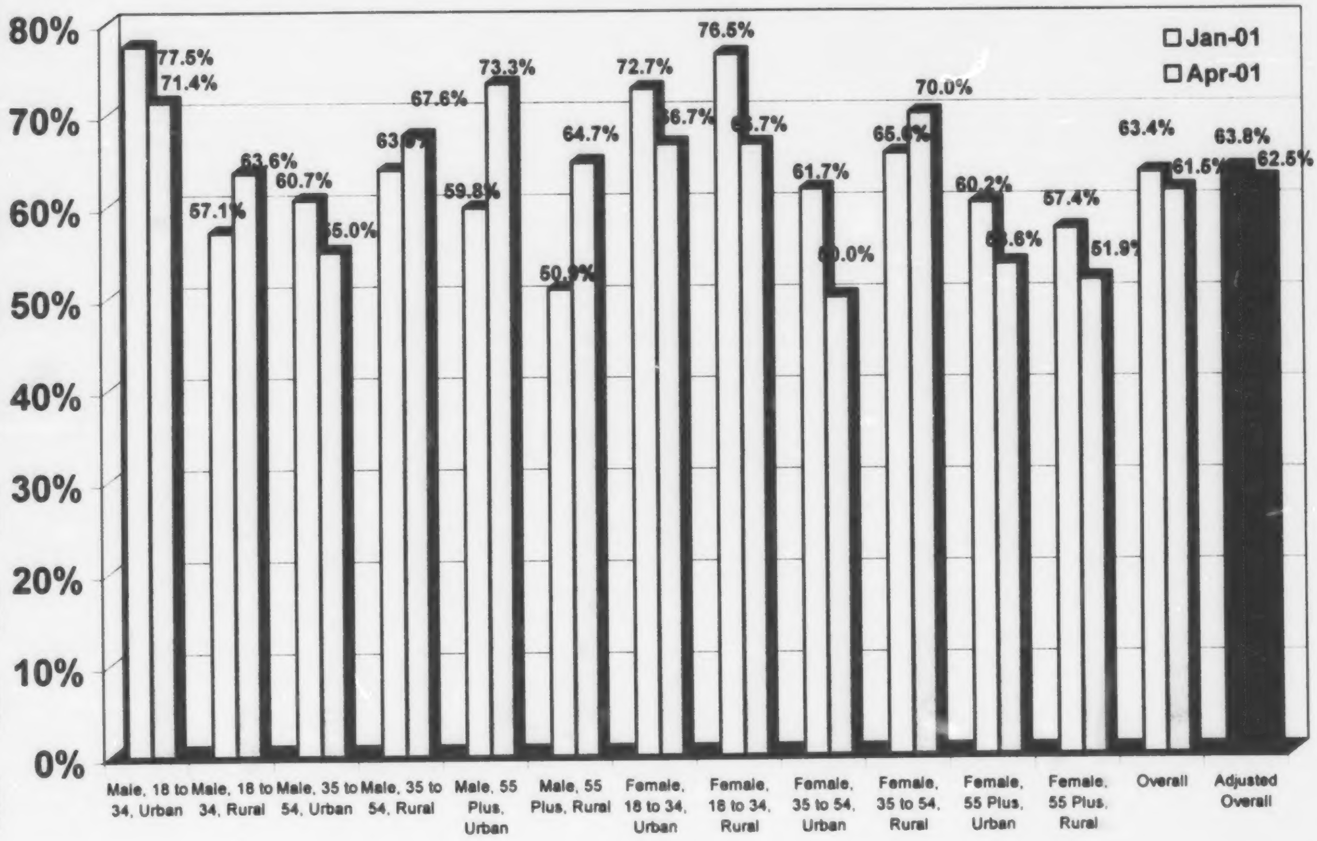
Figure 7. Provincial Government Approval Rating - Welfare



"Generally speaking, do you approve or disapprove of the way the provincial government is handling the Environment?"

62.5% of decided adults in Saskatchewan currently approve of the way the provincial government is handling the environment. This does not represent a statistically significant change from January 2001. Approximately 8.9% of those asked did not know whether they approved or disapproved.

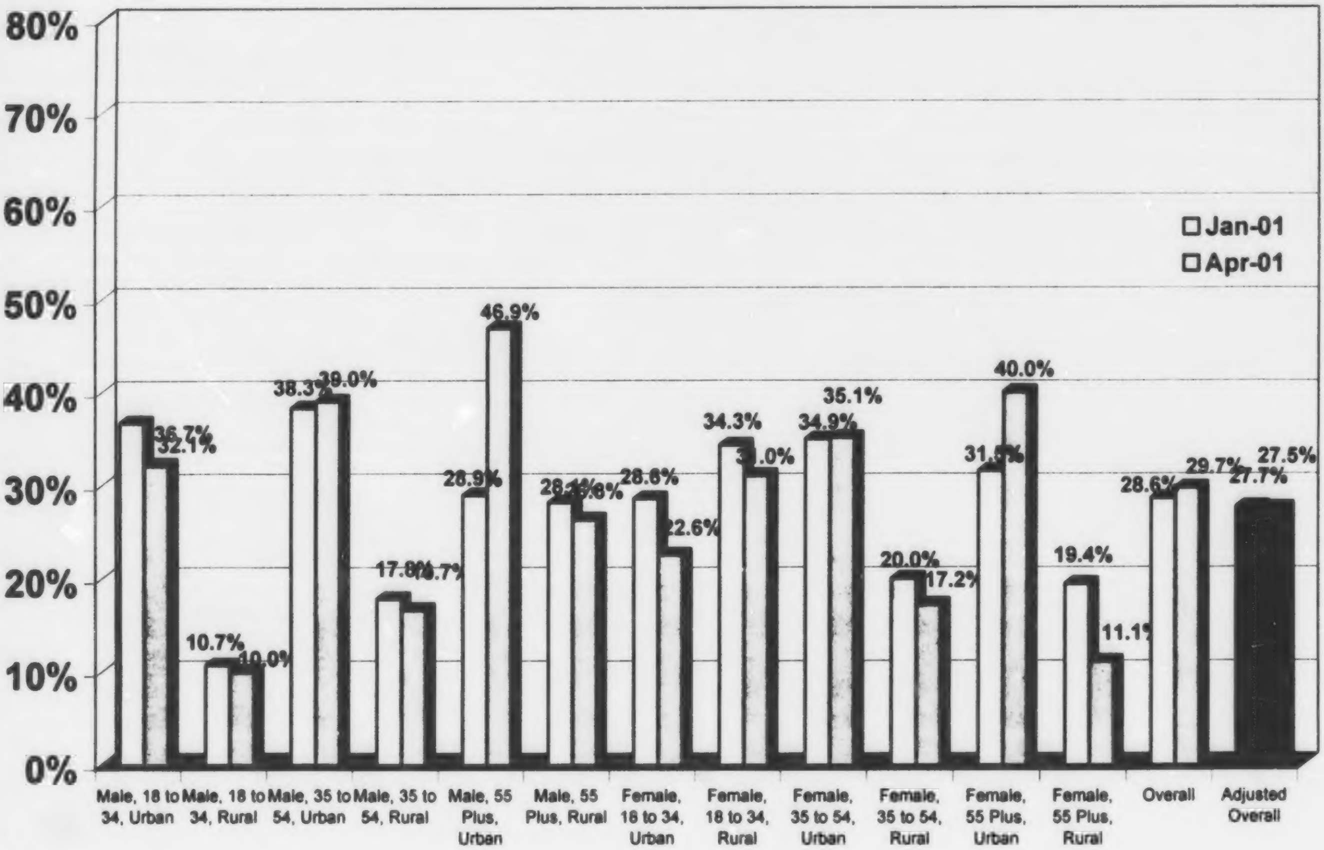
Figure 8. Provincial Government Approval Rating - The Environment



"Generally speaking, do you approve or disapprove of the way the provincial government is handling Agriculture?"

27.5% of decided adults in Saskatchewan currently approve of the way the provincial government is handling agriculture. There is a statistically significant difference between rural and urban respondents on this query. However, in no demographic does the government exceed a 50% approval rating. Approximately 6.0% of those asked did not know whether they approved or disapproved, while 0.5% refused to respond.

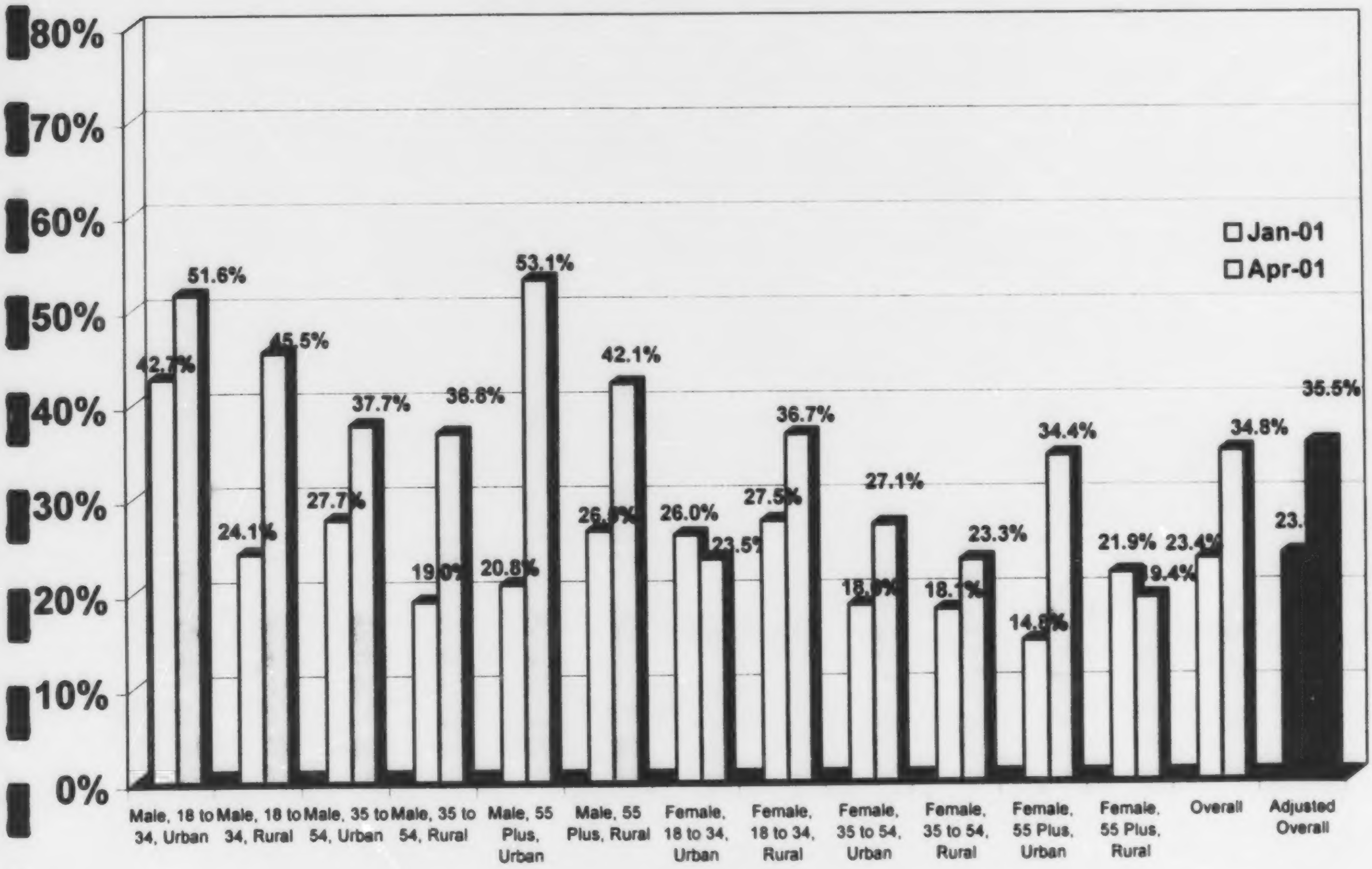
Figure 9. Provincial Government Approval Rating - Agriculture



"Generally speaking, do you approve or disapprove of the way the provincial government is handling Healthcare?"

35.5% of decided adults in Saskatchewan currently approve of the way the provincial government is handling healthcare. This marks a statistically significant increase from 23.8% in January 2001. The largest gains were made with respect to rural males in which for every age demographic there was an increase of at least 16%. Approximately 1.4% of those asked did not know whether they approved or disapproved, while 0.2% refused to respond.

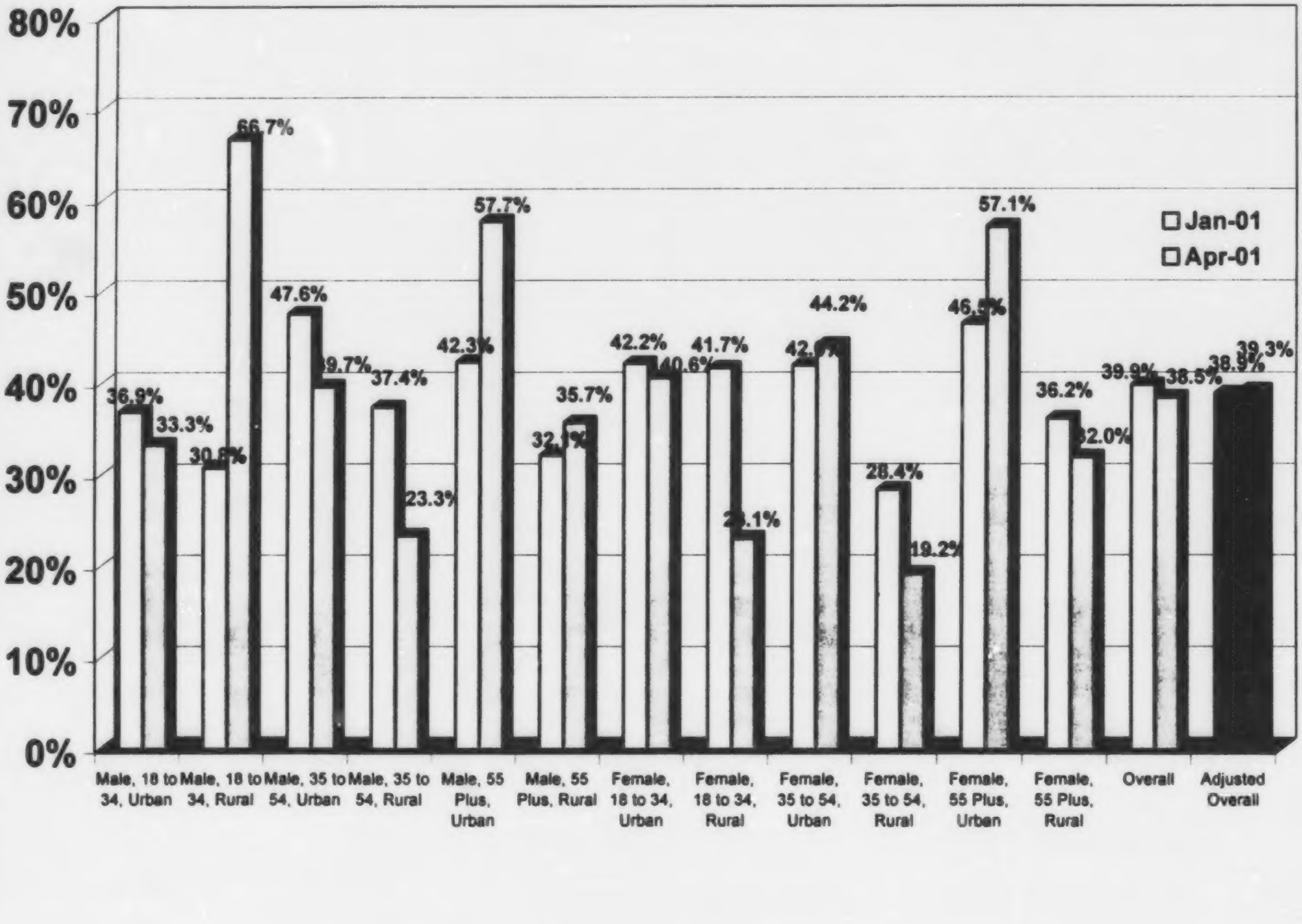
Figure 10. Provincial Government Approval Rating - Healthcare



"Generally speaking, do you approve or disapprove of the way the provincial government is handling Aboriginal Issues?"

39.3% of decided adults in Saskatchewan currently approve of the way the provincial government is handling aboriginal issues. Approval increased the most dramatically among rural males 18 to 34, where it rose nearly 36%. Approval decreased substantially among rural women, 18 to 34, which dropped 18.5%. Approximately 13.6% those asked did not know whether they approved or disapproved, while 0.5% refused to respond.

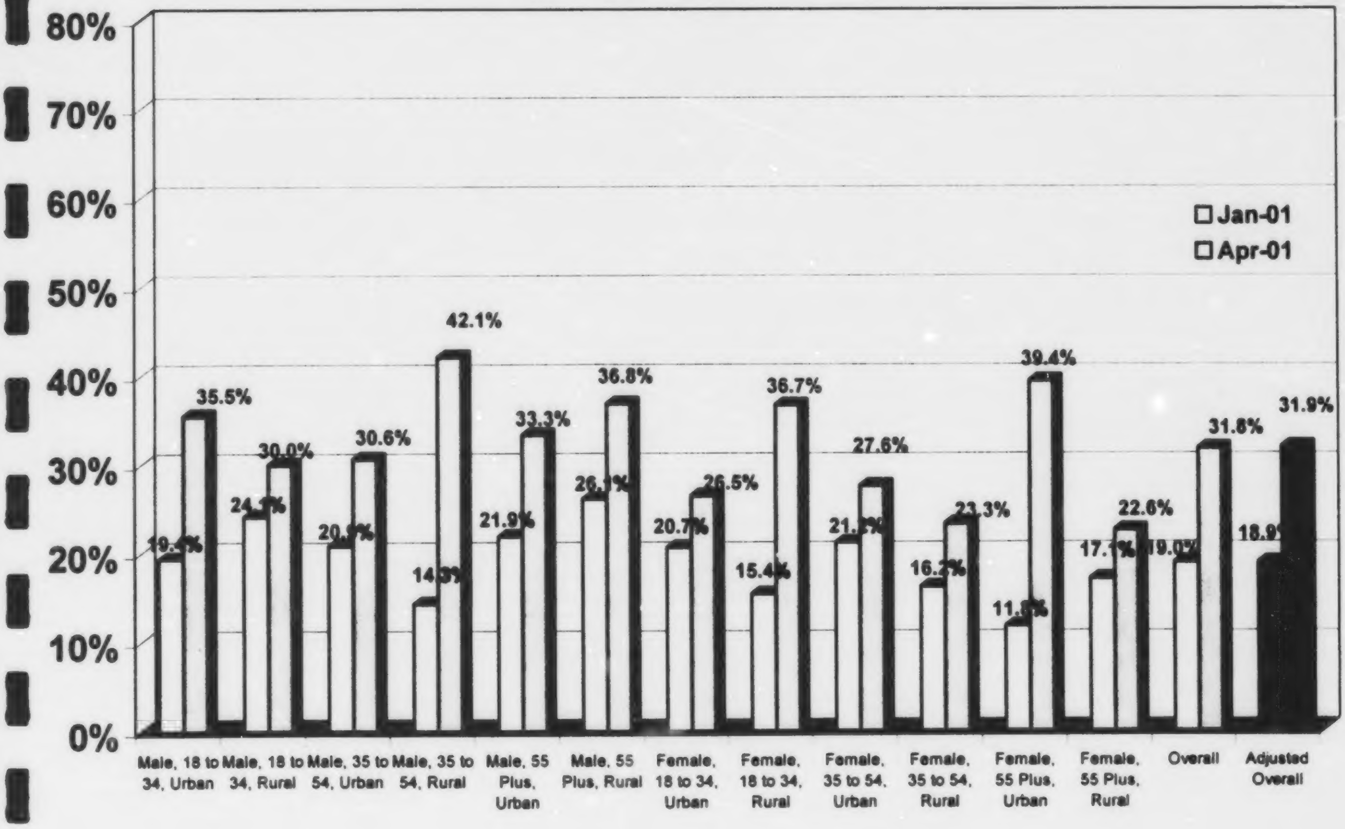
Figure 11. Provincial Government Approval Rating - Aboriginal Issues



"Generally speaking, do you approve or disapprove of the way the provincial government is handling Highways/Transportation?"

31.9% of decided adults in Saskatchewan currently approve of the way the provincial government is handling highways/transportation. This is a statistically significant increase of 13% from January 2001 (18.9%). Approximately 0.5% those asked did not know whether they approved or disapproved, while 0.7% refused to respond.

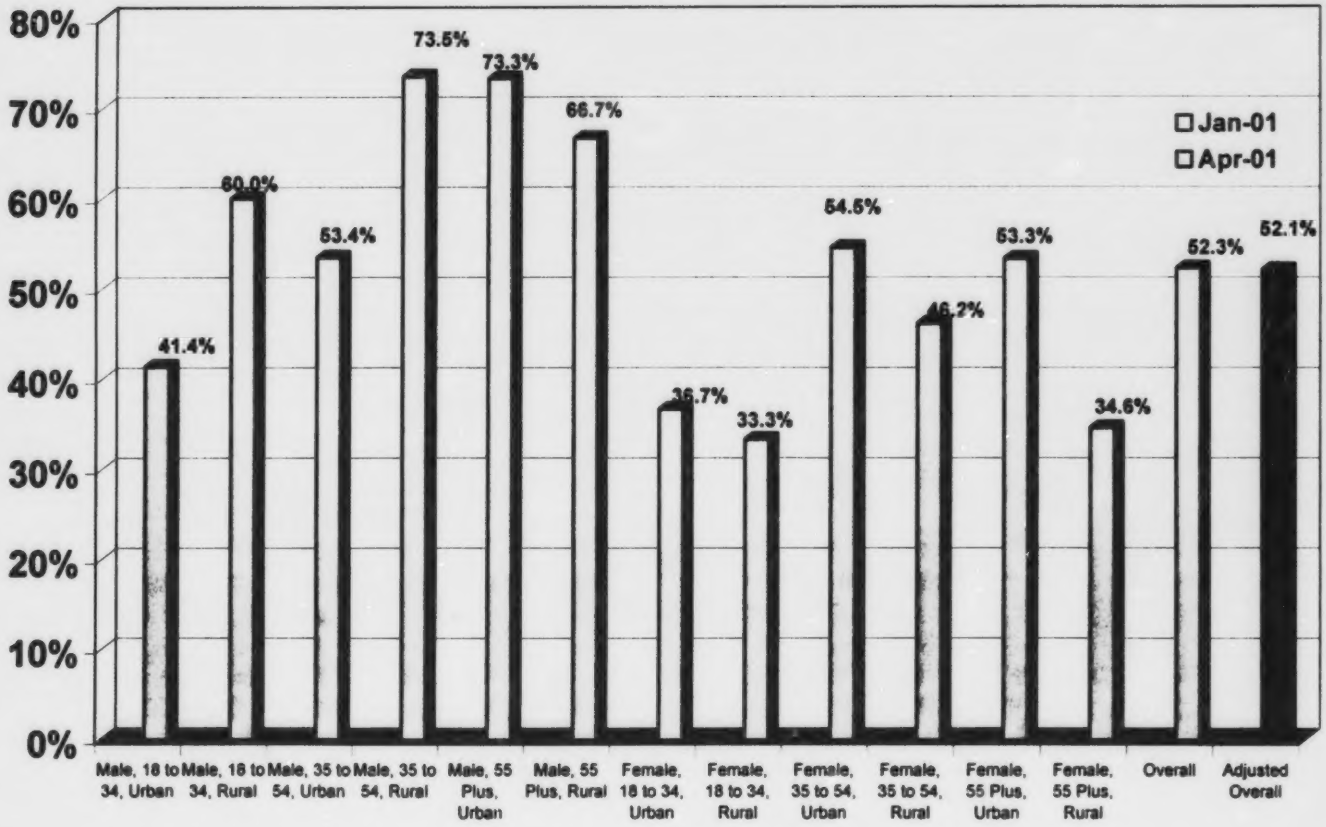
Figure 12. Provincial Government Approval Rating - Highways/Transportation



"Generally speaking, do you approve or disapprove of the way the provincial government is handling the provinces Finances?"

52.1% of decided adults in Saskatchewan currently approve of the way the provincial government is handling the province's finances. The strongest level of approval is among rural males above the age of 35, and all men above 55, with at least 66% approval showing in each demographic. Approximately 9.3% of those asked did not know whether they approved or disapproved, while 0.7% refused to respond.

Figure 13. Provincial Government Approval Rating - Province's Finances

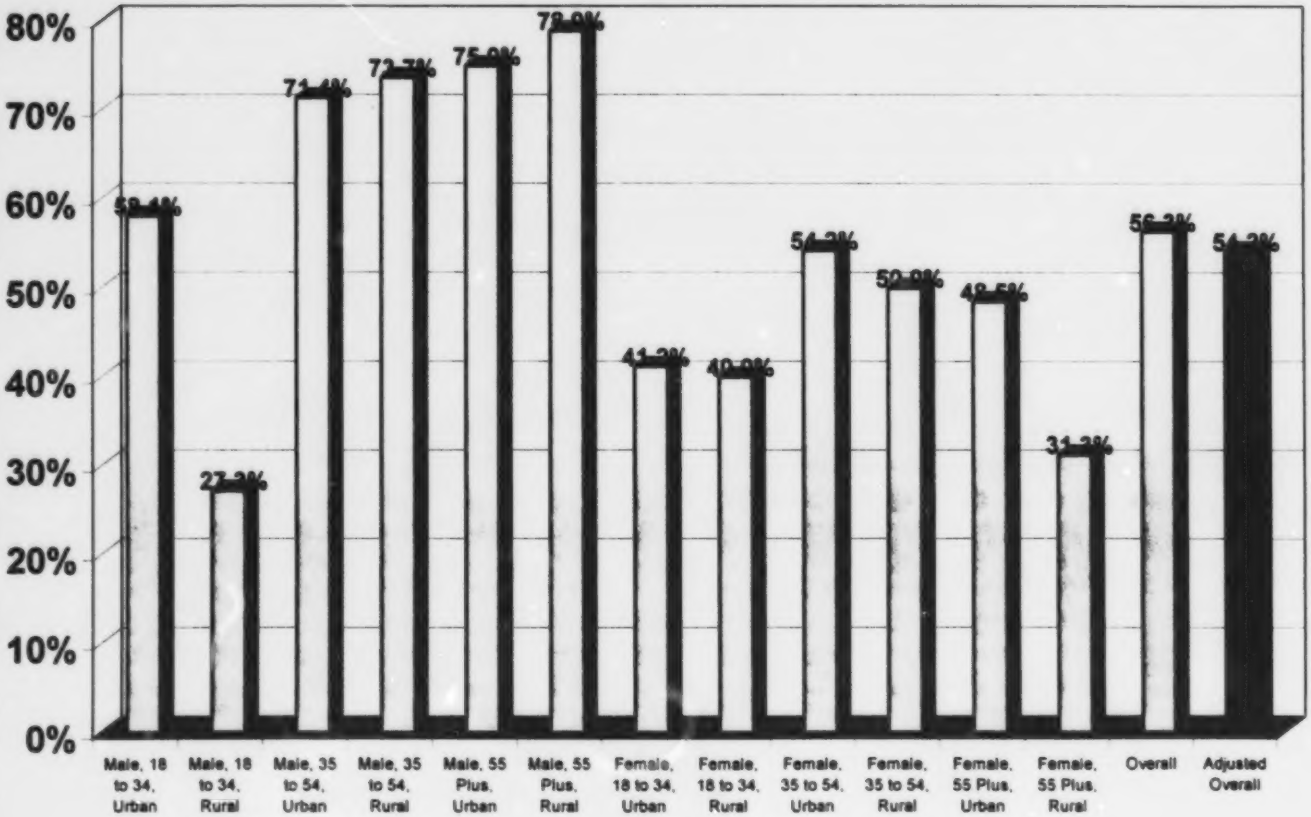


Primary Results – Budget Awareness

"Were you aware that the Government of Saskatchewan has tabled its budget for 2001-2002?"

54.2% of decided adults in Saskatchewan were aware that the Government of Saskatchewan has tabled its budget for 2001-2002. Awareness was highest among men above the age of 35, where at least 71% were aware the budget had been tabled. Strikingly, one of the lowest awareness levels was registered by rural females over 55, at 3.13% less than half the level of men of the same demographic. Approximately 0.5% those asked did not

Figure 14. Were you aware that the Government of Saskatchewan has tabled its budget for 2001-2002?

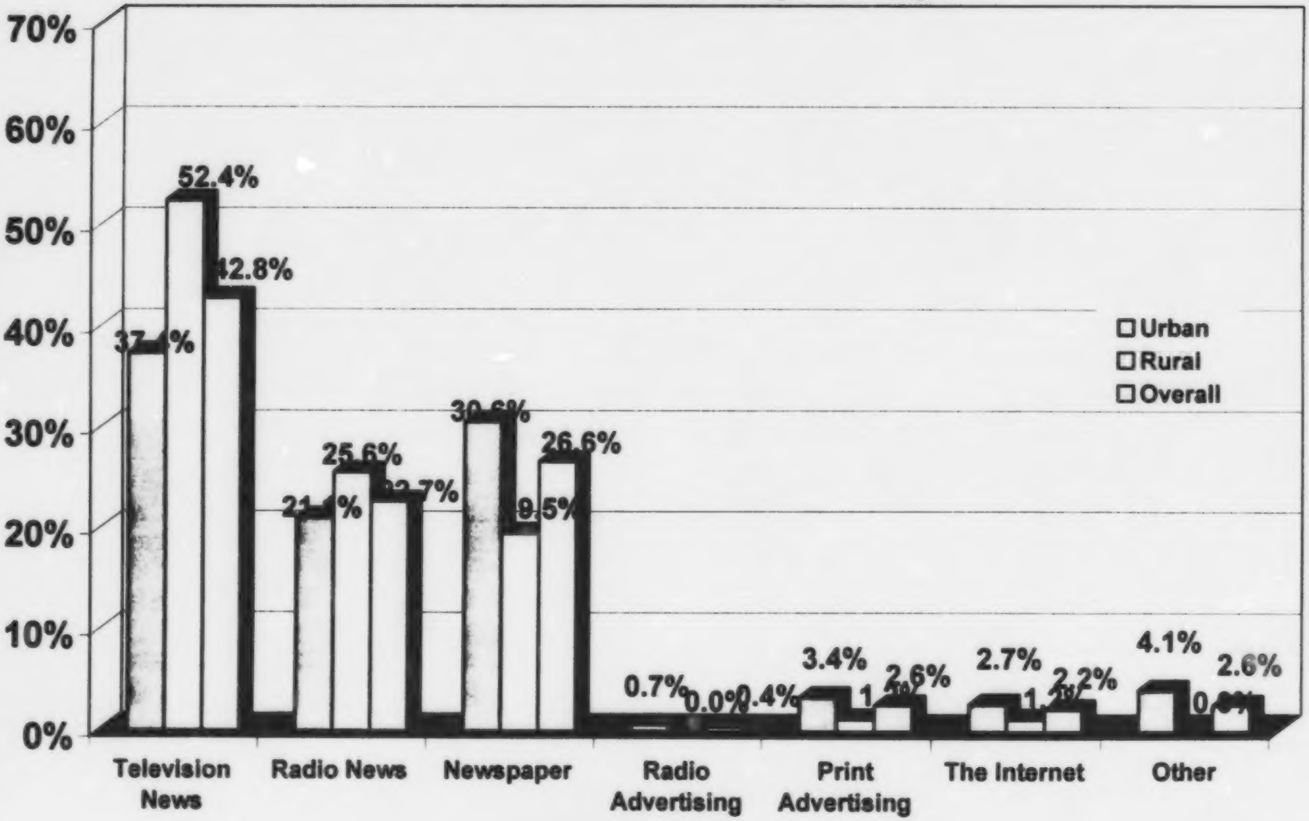


know whether they approved or disapproved, while 0.5% refused to respond.

Among those that were aware, "Which one of the following sources represented your primary source of information concerning the budget?"

Among those that were aware that the budget was tabled, 42.8% indicated television news as their primary source of information concerning the budget. The level was highest among those from rural Saskatchewan in which over 52% reported television news as their primary source of information. Approximately 0.9% of those asked did not know whether they approved or disapproved, while 0.9% refused to respond.

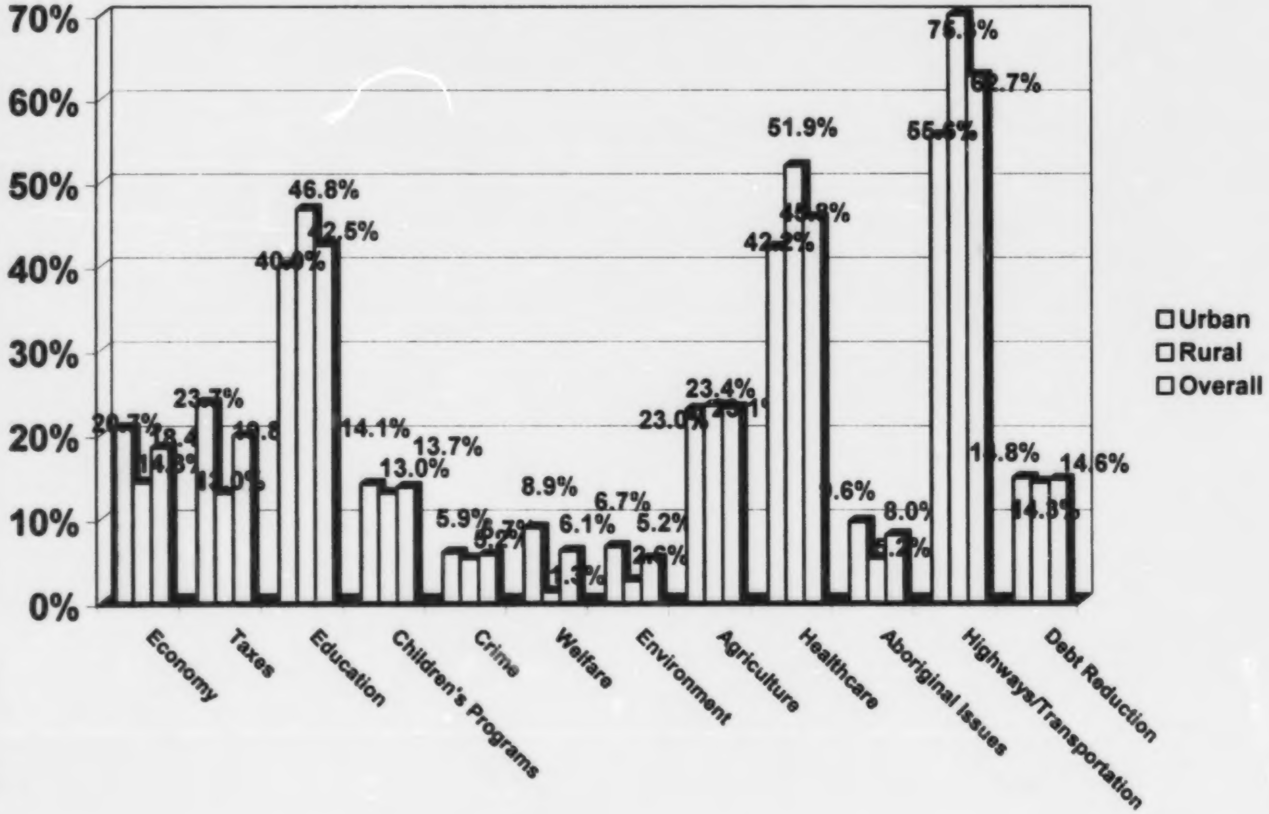
Figure 15. Which one of the following sources represented your primary source of information concerning the budget?



Among those that were aware, "Which of the following items do you feel were the major initiatives in the budget?"

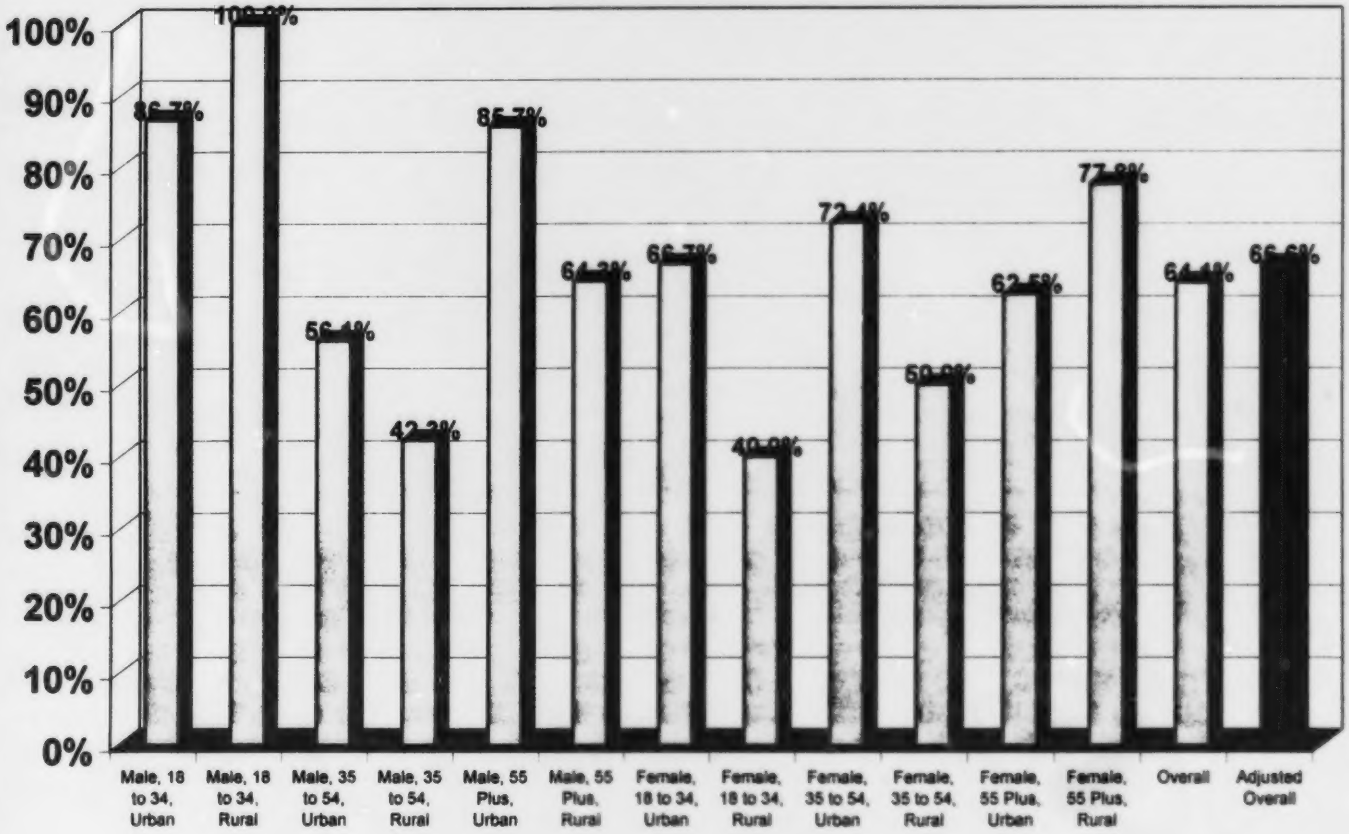
Among those that were aware that the budget was tabled, 62.7% felt that Highways/Transportation was a major initiative of the budget. 45.8% identified Healthcare and 42.5% identified Education as also being major initiatives. Approximately 9.0% either did not know or refused to respond.

Figure 16. Which of the following items do you feel were the major initiatives in the budget?



Among those that were aware, "In general, do you approve or disapprove of the direction taken in the 2001-2002 budget?" Among those that were aware that the budget was tabled, 66.6% approved of the direction taken in the 2001-2002 budget. Most gender and age segments showed slightly less approval among rural respondents than among urban respondents. In general, tests to determine whether the relationship was significant were inconclusive due to sample size. Approximately 9.4% those asked did not know whether they approved or disapproved, while 1.3% refused to respond.

Figure 17. Provincial Budget Approval Rating - In general, do you approve of the direction taken in the 2001-2002 budget?



"The provincial budget provides 1.1 billion dollars for education, an increase of 4.1%. This is an appropriate step at this time."
81.9% believe that it was an appropriate step for the provincial government to budget 1.1 billion dollars for education at this time. Approximately 2.4% of those asked did not know whether they agreed or disagreed, while 0.7% refused to respond.

Figure 18. The provincial budget provides 1.1 billion dollars for education, an increase of 4.1%. This is an appropriate step at this time.

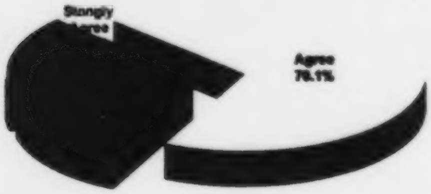
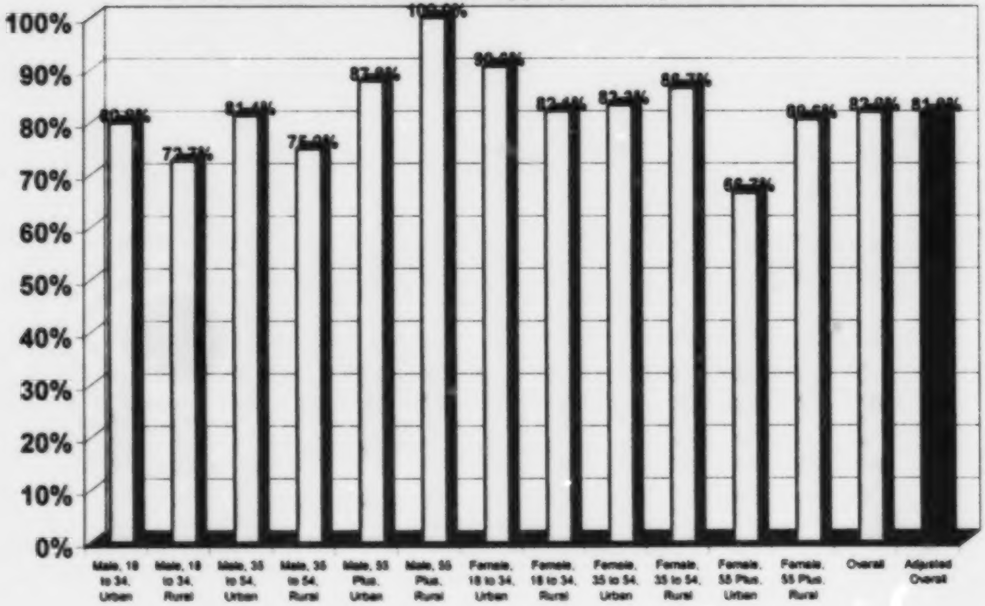


Figure 19. The provincial budget provides 1.1 billion dollars for education, an increase of 4.1%. This is an appropriate step at this time.



"The provincial budget provides 312 million dollars for highways, a 25% increase compared to the last budget. This is an appropriate step to take at this time."

81.3% believe that it was an appropriate step for the provincial government to budget 312 million dollars for highways at this time. Approximately 1.0% of those asked did not know whether they agreed or disagreed while 0.2% refused to respond.

Figure 20. The provincial budget provides 312 million dollars for highways, a 25% increase compared to the last budget. This is an appropriate step to take at this time.

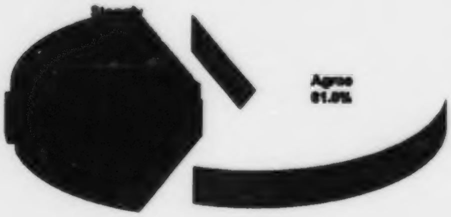
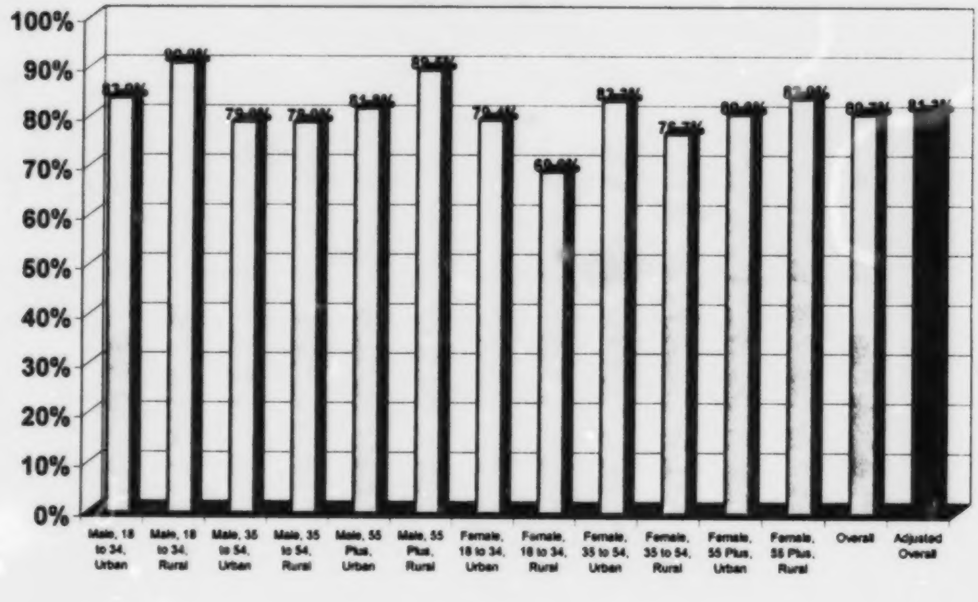


Figure 21. The provincial budget provides 312 million dollars for highways, a 25% increase compared to the last budget. This is an appropriate step to take at this time.



"An extra 229 million dollars is provided for healthcare, an 11.6% increase compared to the last budget. This is an appropriate increase for the government to make at this time."

75.6% believe that it was an appropriate step for the provincial government to budget an extra 229 million dollars for healthcare at this time. Approximately 1.9% of those asked did not know whether they agreed or disagreed while 1.0% refused to respond.

Figure 22. An extra 229 million dollars is provided for healthcare, an 11.6% increase compared to the last budget. This is an appropriate step to take at this time.

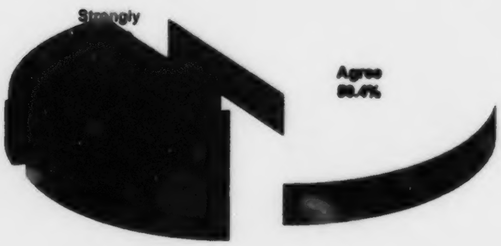
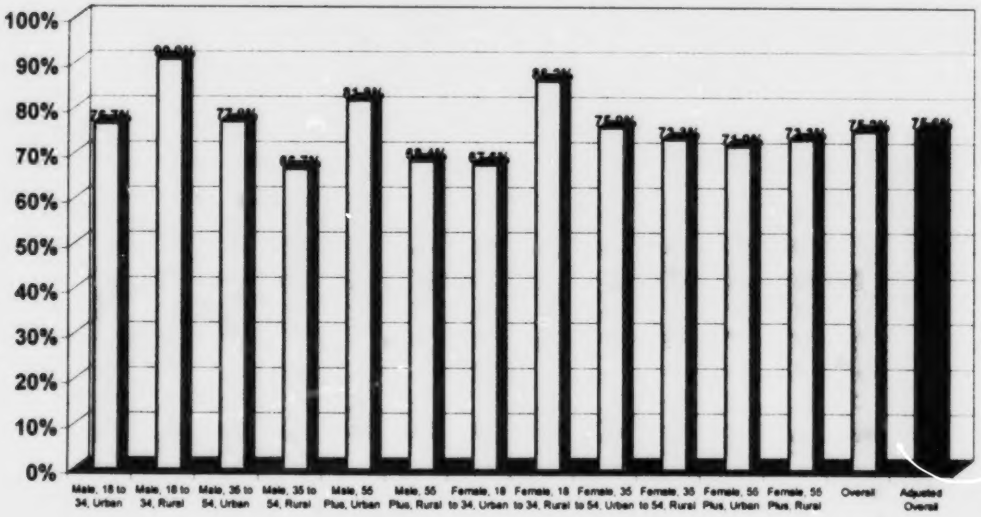


Figure 23. An extra 229 million dollars is provided for healthcare, an 11.6% increase compared to the last budget. This is an appropriate step to take at this time.



"Ten million dollars is provided for programs to protect and nurture children up to five years of age. This is an appropriate increase for the government to make at this time."

72.6% believe that it was an appropriate step for the provincial government to budget 10 million dollars to provide for programs to protect and nurture children at this time. Approximately 6.0% of those asked did not know whether they agreed or disagreed while 0.5% refused to respond.

Figure 24. Ten million dollars is provided for programs to protect and nurture children up to five years of age. This is an appropriate step to take at this time.

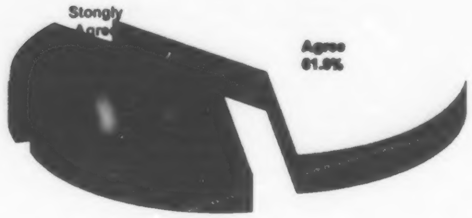
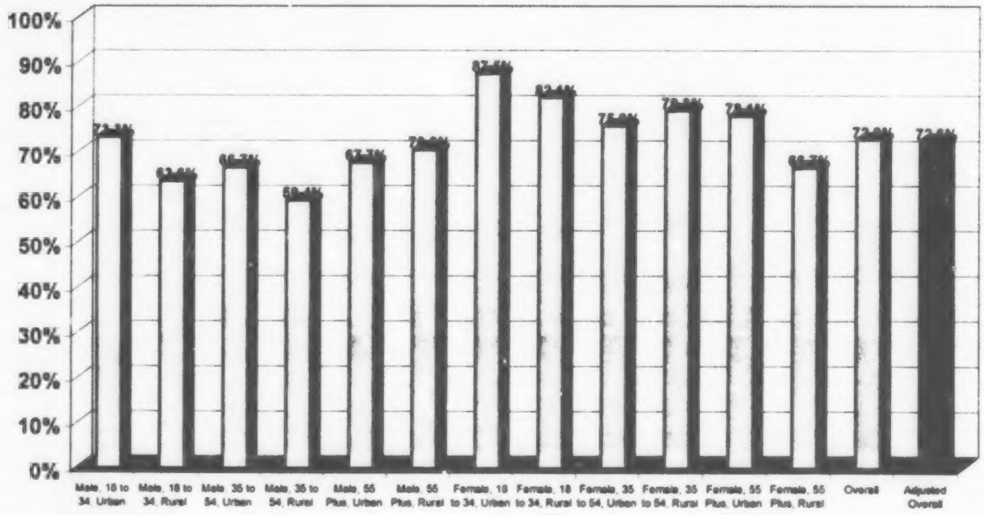


Figure 25. Ten million dollars is provided for programs to protect and nurture children up to five years of age. This is an appropriate step to take at this time.



"The small business tax was lowered by two points, from 8% to 6%. This is an appropriate increase for the government to make at this time."

75.4% believe that it was an appropriate step for the provincial government to lower small business tax from 8% to 6% at this time. Approximately 2.6% of those asked did not know whether they agreed or disagreed.

Figure 26. The small business tax was lowered by two points. This is an appropriate step to take at this time.

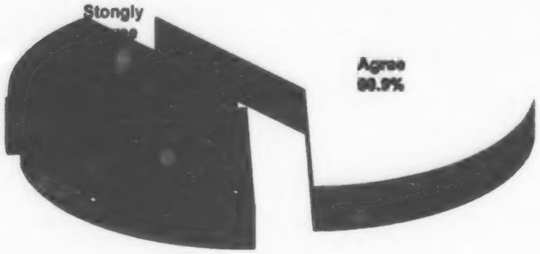
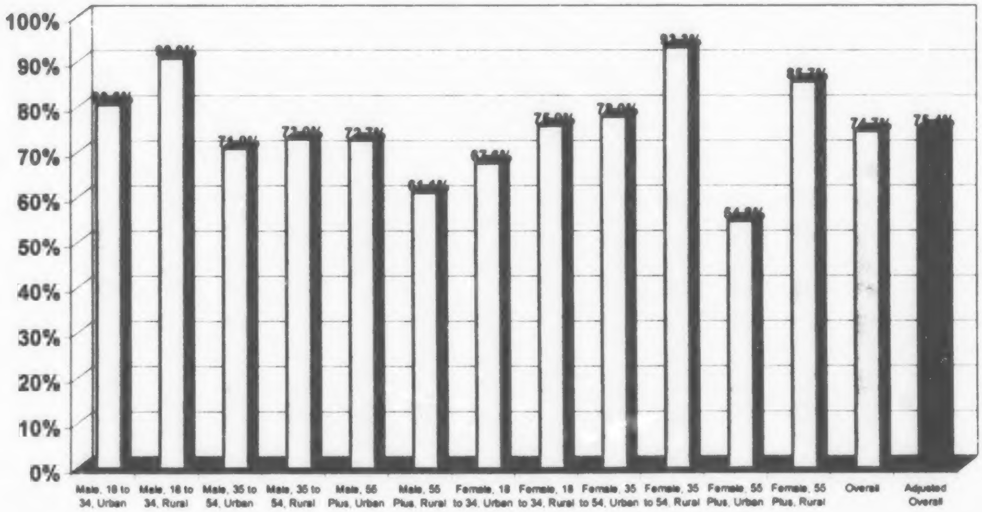


Figure 27. The small business tax was lowered by two points. This is an appropriate step to take at this time.



Primary Results – Sample Demographics

Comparison of Demographics of Survey Respondents Versus Demographics of Population of Interest

In interpreting the results of any survey it is important to understand the relationship of the sample to the population of interest, and in the case where there are mild fluctuations, to correct for them. Using a Chi-squared Goodness-of-Fit test, we detected a variation sufficient enough from the demographic make-up of the sample and the population of interest to merit some form of correction. In all the primary analysis, this report provides an adjusted score which incorporates a demographic re-weighting based on post-stratification techniques that correct for any bias which may be introduced due to misrepresentation of the population based on demographics.

Secondary Results

Budget Approval – Detailed Analysis

It has been previously stated that 66.6% of those who were aware that the budget had been tabled, approved of the direction of the budget. This percentage is a re-weighted number that takes into account the demographic make-up of the respondents as well as the demographic make-up of the target population. It does not, however, take into account the fact that those who were aware of the budget being tabled had a greater propensity to approve of the provincial government than those who were not aware (52.7% versus 42.5%). This is particularly significant when one considers that among those that approve of the way the provincial government is handling its job and who are aware of that the budget was tabled, 88.2% approve of the direction of the budget, while among those who do not approve of the way the provincial government is handling its job only 35.6% similarly approve of the budget.

In order to understand the underlying factors which caused individuals to approve of the budget, the population of respondents was segmented into the following groups:

Segmentation of Respondents

	Segments			
	1	**2**	**3**	**4**
Generally speaking, do you approve or disapprove of the way the provincial government is performing its job?	*Disapprove*	*Approve*	*Disapprove*	*Approve*
In general do you approve or disapprove of the direction taken in the 2001-2002 budget?	*Disapprove*	*Approve*	*Approve*	*Disapprove*

Number of Cases in each Segment

Cluster	**1**	*58.000*
	2	*97.000*
	3	*32.000*
	4	*13.000*
Valid		*200.000*
Missing		*218.000*

Among these segments the most interesting group in terms of providing useful information is segment 3, which represents individuals who do not support the provincial government, but do believe the budget is going in the right direction. While the sample size for this survey, and as a result for this segment, was not sufficiently large to permit a detailed analysis of this group, some useful information can be obtained.

As stated previously, just over one third (35.6%) of those who do not approve of the provincial government's performance, but who are aware of the budget being tabled, approve of the direction of the budget. When compared with segment 1, responses are not significantly different for any approval rating except for the rating of the economy in which 50% of segment 3 approves of the way the provincial government is handling the economy, while only 16.4% of segment 1 feel the same.

Independent Samples t-Tests were conducted for each of the ordinal statements with regard to segments 1 and 3. Only the statements relating to the increase in healthcare and children's programs showed statistically significant differences in response.

Finally, when each of the demographics is tested for differences between segments 1 and 3, only income shows a significant difference. For income, segment 1 is a statistically significantly higher income group than segment 3.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
The provincial budget provides 1.1 billion dollars for education, an increase of 4.1%. This is an appropriate step at this time.	Var(X)=Var(Y)	*.932*	*.337*	*.368*	*85*	*.713*	*5.99E-02*	*.16*	*-.26*	*.38*
	Var(X)<>Var(Y)			*.371*	*63.108*	*.712*	*5.99E-02*	*.16*	*-.26*	*.38*
The provincial budget provides 312 million dollars for highways, a 25% increase compared to the last buget. This is an appropriate step to take at this time.	Var(X)=Var(Y)	*.020*	*.887*	*.279*	*87*	*.781*	*4.66E-02*	*.17*	*-.28*	*.38*
	Var(X)<>Var(Y)			*.283*	*66.682*	*.778*	*4.66E-02*	*.16*	*-.28*	*.38*
An extra 229 million dollars is provided for healthcare, an 11.6%	Var(X)=Var(Y)	*6.149*	*.015*	*2.056*	*84*	*.043*	*.38*	*.19*	*.01*	*.75*
	Var(X)<>Var(Y)			*2.187*	*70.478*	*.032*	*.38*	*.17*	*.03*	*.73*
Ten million dollars is provided for programs to protect and nurture	Var(X)=Var(Y)	*6.850*	*.011*	*1.881*	*84*	*.063*	*.32*	*.17*	*-.02*	*.66*
	Var(X)<>Var(Y)			*2.065*	*72.222*	*.043*	*.32*	*.15*	*.01*	*.63*
The small business tax is lowered by two points, from 8% to 6%. This is	Var(X)=Var(Y)	*5.112*	*.026*	*1.122*	*85*	*.265*	*.19*	*.17*	*-.15*	*.52*
	Var(X)<>Var(Y)			*1.191*	*73.394*	*.238*	*.19*	*.16*	*-.13*	*.51*

Conclusions

Indirect evidence that suggests that the message the provincial government intended the budget to project has in fact been received, and favourably, is seen in the increase in three key provincial government approval ratings since January 2001:

- The education approval rating rose nearly 10 percentage points to 55.0%.
- The healthcare approval rating rose nearly 12 percentage points to 35.5%
- The highways approval rating rose exactly 13 percentage points to 31.9%

None of the other approval ratings increased significantly.

The healthcare and highways ratings indicate continuing disapproval of government performance. Based on results from the current poll alone, the relatively low approval numbers might be interpreted simply as negatives. By comparing the levels in this poll with levels obtained in January 2001 through an independent study by Sigma Analytics, it is clear that there has been an improvement in perceptions, some of which might be attributed to the budget.

One facet of the results that might be probed further is the disparity between males and females on awareness of the budget. Males generally show substantially higher awareness levels.

The results also point to marked segmentation of the population by gender and geography, as well as age, around approval ratings on various aspects of government activity.

Department/Crown commissioning the work:

SaskPower

Date:	**April, 2001**
Supplier:	Pulse Research Limited, Saskatoon
Cost:	**$5,823**

SURVEY RESULTS

SAFETY POSITIONING SURVEY

Prepared for:
SASKPOWER

April 2001

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EXECUTIVE SUMMARY

Background

Pulse Research Limited was retained by SaskPower to conduct a survey of 500 Saskatchewan residents regarding the position of SaskPower in promoting safety awareness amongst Saskatchewan residents. The objectives of the research project are to define the attitudes of Saskatchewan residents toward the generic issue of safety and the role SaskPower should play in dealing with safety.

Profile of Respondents

- ***Gender:*** Slightly more half of the respondents were female (51.0%), and 49.0% were male.

- ***Age:*** The age distribution of the sample was similar to that of the actual population in the province, with 13.8% being between the ages of 18 and 24, 17.1% between 25 and 34, 20.6% between 35 and 44, 16.8% between 45 and 54, 11.0% between 55 and 64, and 19.3% 65 years or over.

- ***Income:*** The most common annual household income category was that of between $25,000 and $49,999 (24.8%), followed by the categories of less than $25,000 (18.2%) and $50,000 to $74,999 (17.5%). Respondents with an annual household income of between $75,000 and $99,999 accounted for 7.7%; and 3.4% of the respondents reported to have an annual income of $100,000 or more. A total of 28.6% of the respondents declined to answer the question.

- ***Residency:*** Approximately two-fifths of the respondents resided in Saskatoon or Regina (20.1% and 21.2% respectively). Another 14.1% resided in another community of 10,000 or greater population. Less than one-third of the respondents (32.2%) lived in a community of less than 10,000 population; and 12.4% lived on a farm or outside of any community.

- ***Occupation:*** The most common occupations were in clerical, sales, and service, with approximately one in every seven of the respondents (15.4%) being in these occupations. Approximately one in every eight (13.0%) was in a management or professional occupation. Respondents in farming or agricultural-related occupations accounted for 8.5%. Another 20.9% of the respondents were retired.

- ***Education:*** The largest proportion of the respondents had completed high school (28.2%), followed by those who did not complete high school (18.6%) and those completed technical diploma or certificate (15.2%). Respondents who had had a Bachelor's degree accounted for 12.7%.

Major Findings

- 96.0% of the respondents agreed that information and advertising campaigns about safety are an important means of educating the public about safety issues;

- 83.8% of the respondents agreed that safety campaigns result in fewer accidents;

- When thinking about safety, SGI and SaskPower were the two companies mentioned most by the respondents (20.6% and 12.0% respectively);

- 57.3% of the respondents rated SaskPower's concern for safety "very high" or "high", and another 24.8% rated "medium";

- 50.2% of the respondents indicated that SaskPower's concern for safety had increased, whereas 4.7% indicated otherwise;

- SaskPower's "Come home safe today" was the most recalled campaign message, with 31.2% recalling seeing or hearing the message; Respondents in the following demographic groups were more likely to have remembered the message:

    - Respondents in the 25 – 54 age group;
    - Respondents with an education of high school graduation or higher; and
    - Respondents with an annual household income between $25,000 – $99,999.

- The Power Line Safety ("Look up and live") campaign was also successful in targeting the following demographic groups:

    - Respondents in the 45 – 64 age group;
    - Farmers; and
    - Respondents residing outside of Saskatoon and Regina.

- The hardest to reach campaign audience were people in the following demographic groups:

    - Respondents who were over 64 years of age;
    - Respondents who had an education of high school or less;
    - Respondents who had an income of $49,999 or less; and
    - Respondents who had an income of $100,000 or more.

- 71.8% of the respondents indicated that SaskPower has a "major" or "substantial" responsibility for supporting initiatives that educate the public about safety issues.

- 89.3% of the respondents believed that it is appropriate for SaskPower to spend money on public safety campaigns as part of its business operations.

- 52.2% of the respondents believed that SaskPower should place high priority on safety campaigns; and another 38.4% indicated that safety campaigns should have medium priority.

- 41.6% of the respondents indicated that young people should be the primary target audience of SaskPower's safety campaigns.

- 54.2% of the respondents were in favor of safety campaigns that deal with electrical power only, whereas 38.8% suggested that the campaigns should be on broader topics.

- Television was considered to be the best medium to deliver safety messages (68.0%).

- 64.8% of the respondents supported the use of graphic images in safety campaigns. However, respondents in the 25 – 54 age group were less supportive of the idea (58.4% support rate).

1.0 INTRODUCTION

Pulse Research Limited was retained by SaskPower to conduct a survey of 500 Saskatchewan residents regarding the position of SaskPower in promoting safety awareness amongst Saskatchewan residents. The objectives of the research project are to define the attitudes of Saskatchewan residents toward the generic issue of safety and the role SaskPower should play in dealing with safety.

2.0 METHODOLOGY

2.1 Questionnaire Design

The questionnaire was designed by SaskPower in conjunction with MGM Communications and Pulse Research Limited representatives. Both closed and open-ended questions were used to gather information. The questionnaire was pretested and adjustments were made as necessary to improve wording clarity. See Appendix One for a copy of the survey.

2.2 Survey Sample

In total, 501 surveys were conducted with a representative sample of Saskatchewan's population. The sample was randomly generated by Pulse Research Limited using its latest edition of CanadaPhone CD-ROM.

The total sample size and the corresponding margin of error of results were as follows:

Sample size:	501	± 4.4 percent

2.3 Survey Administration

Telephone calls were made between 8:30 a.m. and 9:00 p.m. from March 28 to April 2, 2001. All surveys were administered by Pulse Research Limited.

The number of surveys administered on each of the survey dates were as follows:

Date	Number
March 28	99
March 29	177
March 30	109
April 2	116
Total	**501**

2.4 Response Rates

RESPONSE RATES		
CONTACT	**NUMBER**	**PERCENTAGE**
Successful Contact		
Completed	501	40.7%
Declined	673	54.7%
Not Qualified	56	4.6%
TOTAL	**1,230**	**100.0%**
Unsuccessful Contact		
Busy Signals/No Answer/ Answer Machine/ Not available	1,608	81.1%
Not in Service/Fax/Wrong Number	375	18.9%
TOTAL	**1,983**	**100.0%**

In total, 1,230 households were successfully contacted in the survey, 500 of which resulted in the completion of the survey. The proportion of respondents declining to participate in the survey was 54.7%; the reasons for declining to participate included:

- Not interested
- Too busy
- Don't do surveys

1,983 calls were classified as unsuccessful attempts, which included No Answer/Answer Machine/Not available (81.1%), and incorrect phone numbers (18.9%)

2.5 Survey Analysis

All surveys were administered using Computer Assisted Telephone Interviewing (CATI) software. This software allows surveyors to input respondent data directly into the computer which reduces data input errors. The CATI system automatically verifies each response to ensure that data falls within specified parameters for each quantitative question.

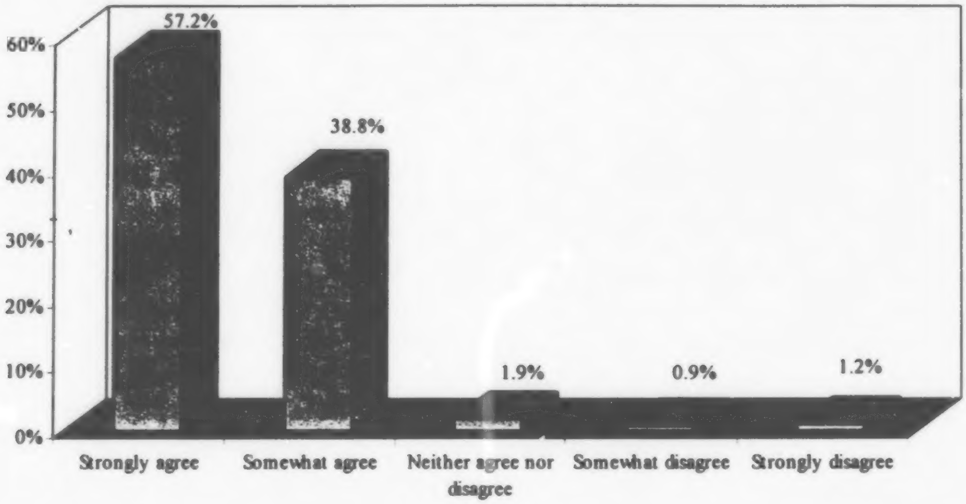
At the completion of the survey administration all data was input into an SPSS datafile. Open-ended questions were coded as appropriate. A series of computer checks were made to ensure that the data was consistent and suitable for statistical analysis.

The frequency distribution results of all questions were computed. Where appropriate, cross tabulations were performed with demographic variables to identify attitudes and opinions specific to a particular group of respondents. The demographic variables and their groupings were as follows:

- Residency: Saskatoon, Regina, Community of more than 10,000 persons, Community of less than 10,000 persons, and Farm/isolated location
- Education: High school or less, Technical/Trade school/Some university, and Undergraduate degree or higher
- Occupation: Management/Professional, Clerical/Sales/Service, Natural resource/ Processing/Manufacturing/Construction/Trades/Transportation, Farming/Agriculture, Unemployed, and Not in labour force (homemaker/student/retired)
- Gender: Male and Female
- Age: 18-24, 25-34, 35-44, 45-54, 55-64, and 65 or older
- Household Income: Less than 25,000, $25,000 - $49,999, $50,000 - $74,999, $75,000 - $99,999, and $100,000 or higher

3.0 RESULTS

Q1. Some people suggest that information and advertising campaigns about safety are an important means of educating the public about safety issues. Would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement?

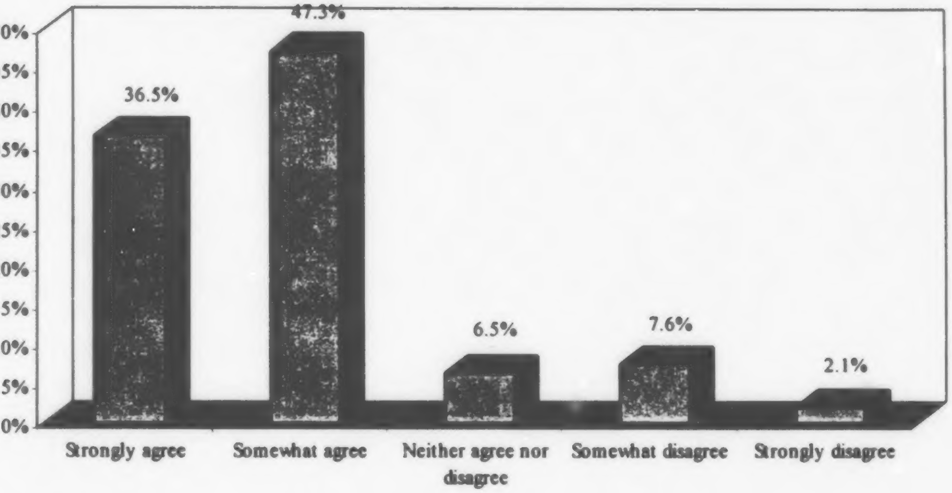


More than half of the respondents (57.2%) "strongly agreed" that information and advertising campaigns about safety are an important means of educating the public about safety issues. Another two-fifth of the respondents (38.8%) "somewhat agreed" with the statement, while only a small fraction (2.1%) "somewhat disagreed" or "strongly disagreed".

While the majority of the respondents in each age group "strongly agreed" or "agreed" with the statement, older respondents were less likely to have considered advertising campaigns to be important. Approximately 6.0% of the respondents who were 55 or older, compared to 0.4% of those under 55, "disagreed" or "strongly disagreed" that advertising campaigns are important means of educating the public about safety issues.

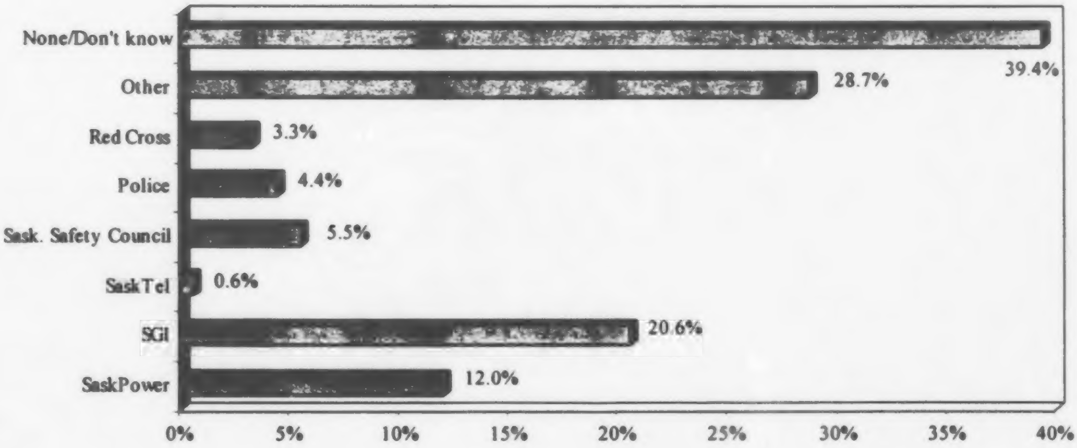
Respondents in the "Less than $25,000" income category were less likely to have "strongly agreed" with the statement (47.3%, compared to 57.1% for the overall sample).

Q2. Some people suggest that safety campaigns result in fewer accidents. Would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement?



The vast majority of the respondents indicated that they "strongly agreed" or "somewhat agreed" that safety campaigns result in fewer accidents (36.5% and 47.3% respectively), whereas less than one-tenth (9.7%) did not consider safety campaigns to be an effective means to reduce accidents.

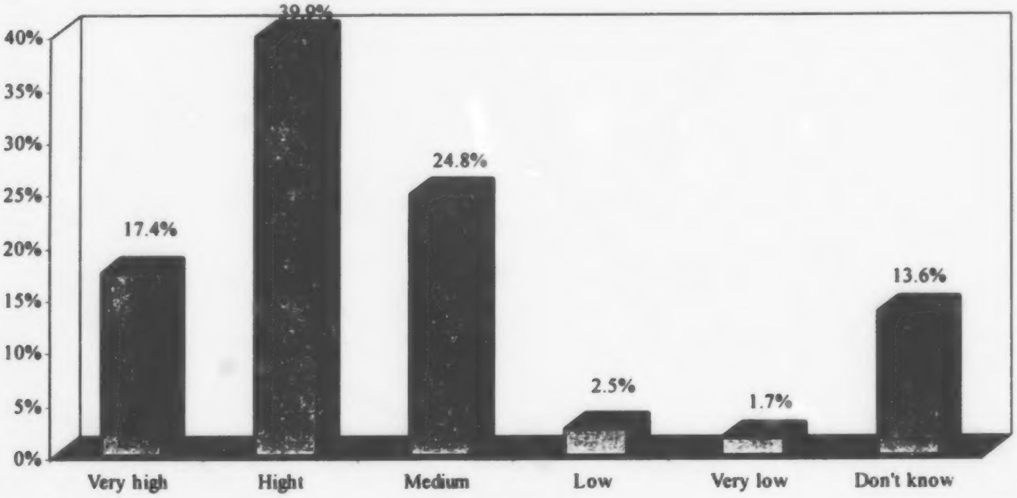
Q3. When you think about safety in Saskatchewan, what companies or organizations come to mind?



Nearly two-fifths of the respondents (39.4%) were not able to name any Saskatchewan companies when thinking about safety. SGI and SaskPower were the top two companies mentioned by the respondents, with 20.6% mentioning SGI and 12.0% mentioning SaskPower. Among other companies mentioned were Saskatchewan Safety Council (5.5%), Police (4.4%), the Red Cross (3.3%), Worker's Compensation Board (3.1%), Fire Department (3.0), St. Johns Ambulance (2.3%), and SaskTel (0.6%). A list of other companies or organizations mentioned can be found in Appendix Two.

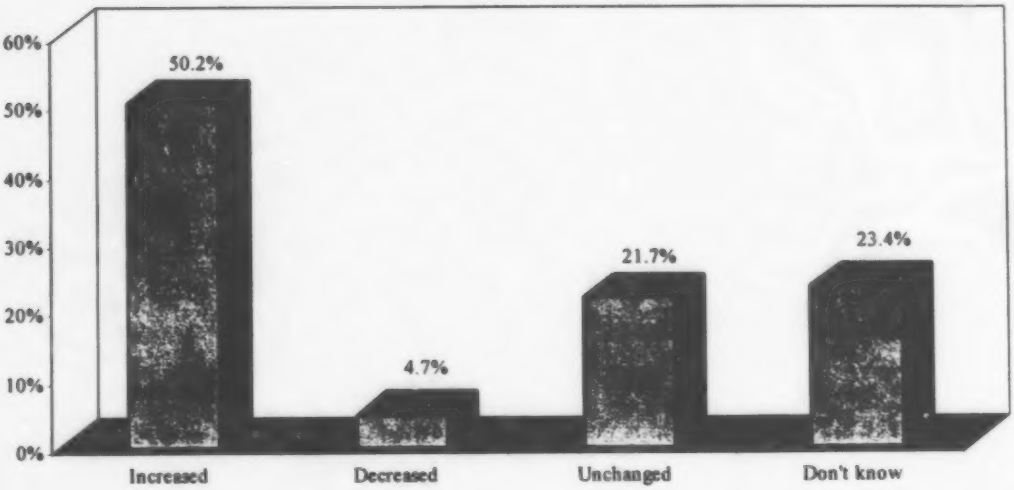
Respondents in Regina were more likely to have mentioned SGI than respondents in other areas (34.9% and 16.9% respectively).

Q4. On a scale of Very high, High, Medium, Low, and Very low, how would you rate SaskPower's concern for safety?



More than half of the respondents rated SaskPower's concern for safety "very high" or "high" (17.4% and 39.9% respectively), whereas only 4.2% rated "low" or "very low" (2.5% and 1.7% respectively). Approximately a quarter of the respondents (24.8%) considered SaskPower's concern for safety to be "medium", and 13.6% of the respondents were unable to provide the rating.

Q5. Would you say that SaskPower's concern for safety has increased, decreased, or remained about the same in recent years?

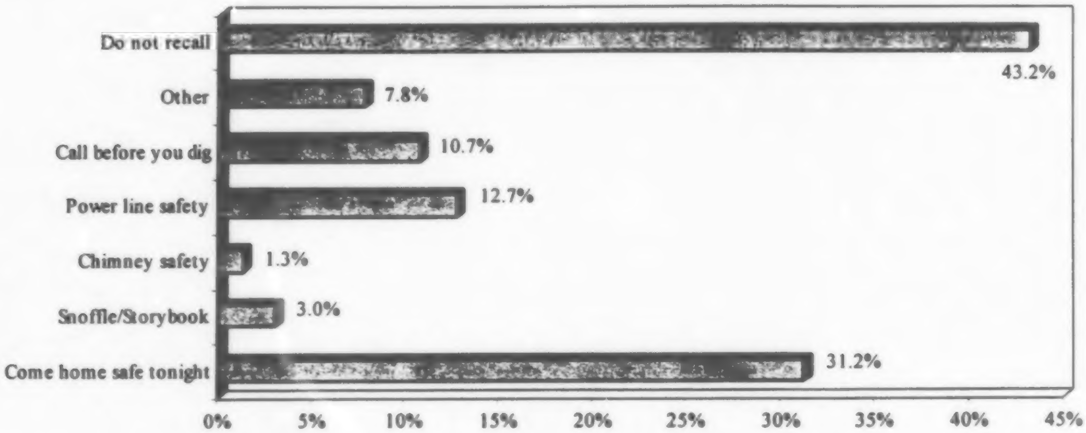


Approximately half of the respondents (50.2%) indicated that SaskPower's concern for safety had increased in recent years, whereas only 4.7% believed that the concern had decreased. More than one-fifth of the respondents (21.7%) thought the concern had remained unchanged, and a similar proportion of the respondents (23.4%) were unable to answer the question.

Respondents who were 65 or over were less likely to have indicated that SaskPower's concern for safety had increased in recent years (35.7%, compared to 50.0% for the overall sample).

Respondents who had completed high school and those who had attended some technical school were more likely to have indicated that SaskPower's concern for safety had increased in recent years (64.9%, compared to 42.3% for the overall sample).

Q6. SaskPower has run a number of safety campaigns over the past few years. Do you recall the theme or message of any of SaskPower's safety campaigns?



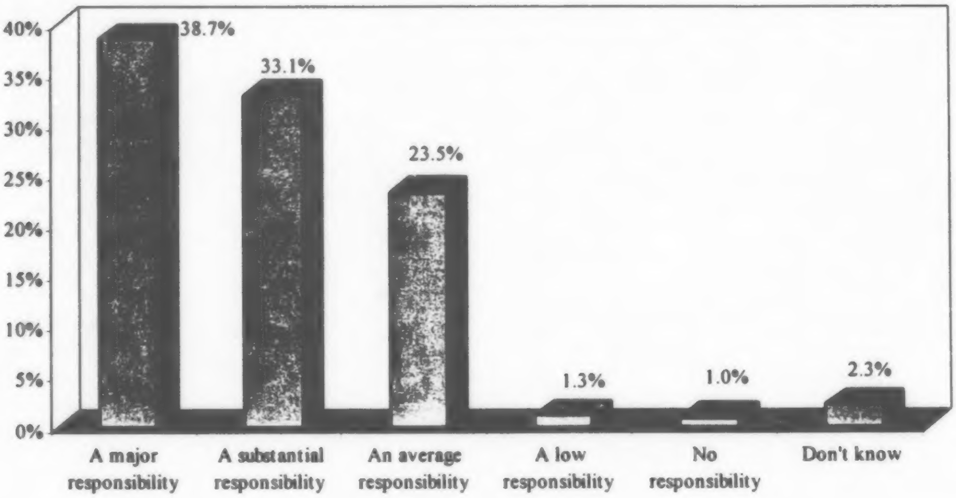
Slightly more than two-fifths of the respondents (43.2%) were unable to recall any themes or messages of SaskPower's safety campaigns. The most memorable campaign theme was "Come home safe tonight", with 31.2% of the respondents recalling seeing or hearing the message unaidedly. SaskPower's campaign regarding power line safety ("Look up and live") was recalled by 12.7% of the respondents. Interestingly, more than one-tenth of the respondents (10.7%) recalled the "Call before you dig" campaign by SaskEnergy, and mistakenly considered it to be a SaskPower campaign. The "Snoffle/Storybook" campaign and the "Chimney safety" campaign were relatively ineffective, being recalled by only 3.0% and 1.3% of the respondents.

Respondents who were between the ages of 25 and 54 were more likely to have recalled the "Come home safe tonight" message than respondents between 18 and 24 and those 55 or over (38.3%, 27.5% and 21.7% respectively). Respondents who had an education of high school graduation or higher were more likely to have remembered the message, as compared to respondents who had a lower education (34.7% and 19.4% respectively). Respondents who had a household income of $25,000 - $99,999 were more likely to have recalled the message than respondents in other income categories (37.2% and 19.4% respectively).

Respondents who were between the ages of 45 and 64 were more likely to have recalled the Power Line Safety campaign than respondents in other age groups (20.1% and 10.4% respectively). Respondents who had completed some technical school were most likely to have remembered the campaign, whereas those who had an undergraduate degree were least likely to have remembered (28.1% and 3.2% respectively). Farmers were also more likely to have recalled the campaign than respondents in other occupations (25.6%, compared to 13.0% for the overall sample). Respondents who resided outside of Saskatoon and Regina were also more likely to have recalled the message than respondents in the two cities (17.3% and 6.3% respectively).

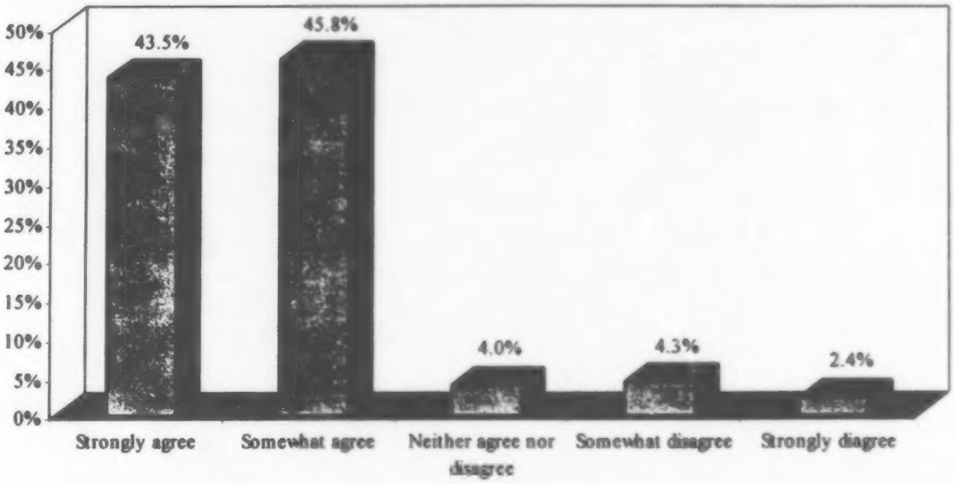
Respondents who were 65 or over were more likely to have failed to recall any safety campaign themes or messages than respondents who were under 65 (66.0% and 37.7% respectively). Respondents who had an education of high school graduation or less, compared to respondents who had a higher education, were also more likely to have failed to recall any SaskPower safety campaigns (54.3% and 32.0% respectively). Respondents who had an annual household income of less than $49,999 or more than $100,000 were also likely to have failed to recall any campaigns themes or messages (47.0%, compared to 29.8% for other income groups).

Q7. In your opinion, does SaskPower have a major responsibility, a substantial responsibility, an average responsibility, a low responsibility, or no responsibility for supporting initiatives that educate the public about safety issues?



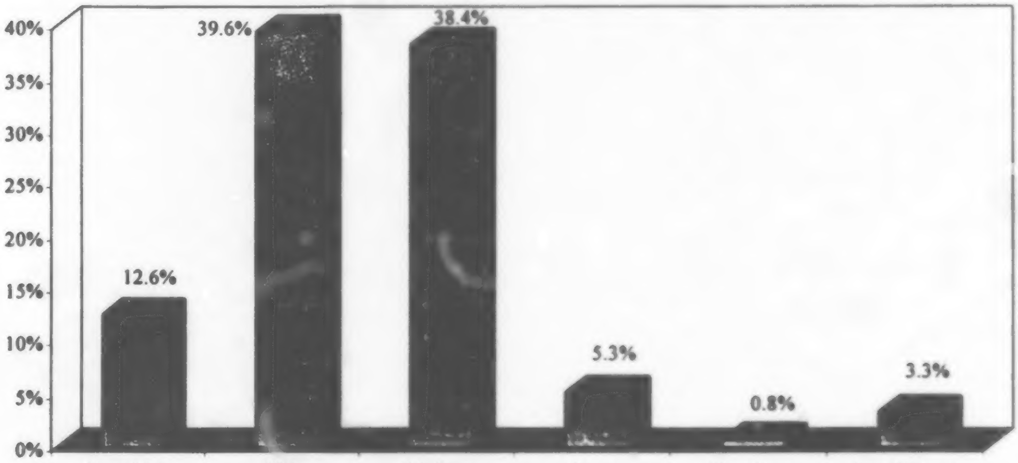
A combined total of 71.8% of the respondents indicated that SaskPower has a "major" or "substantial" responsibility for supporting initiatives that educate the public about safety issues. Another 23.5% of the respondents indicated that SaskPower has an "average" responsibility, whereas only a small fraction (2.3%) believed that SaskPower has "a low responsibility" or "no responsibility" at all for supporting safety education initiatives.

Q8. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement: It is appropriate for SaskPower to spend money on public safety campaigns as part of its business operations.



The vast majority of the respondents "strongly agreed" (43.5%) or "agreed" (45.8%) that it is appropriate for SaskPower to spend money on public safety campaigns as part of its business operations, whereas only 6.7% "disagreed" or "strongly disagreed".

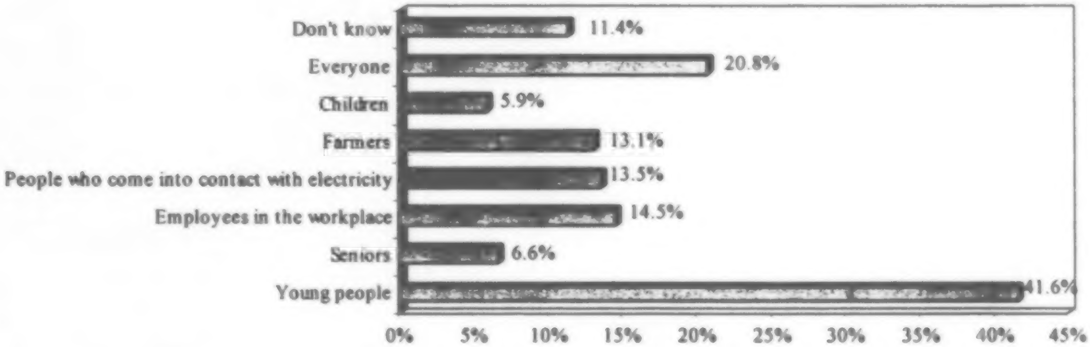
Q9. In terms of spending its money, how high a priority should SaskPower place on safety campaigns? Do you feel it should be a very high, high, medium, low, or very low priority?



A combined total of 52.5% of the respondents indicated that SaskPower should place a "very high" or "high" priority on safety campaigns, whereas only 6.1% indicated otherwise. Respondents who believed that SaskPower should place a "medium" priority on safety campaigns accounted for 38.4%.

Respondents in the 18 – 24 age group were less likely to have indicated that SaskPower should place a "very high" priority on safety campaigns than respondents who were over 24 years of age (5.7% and 13.5% respectively).

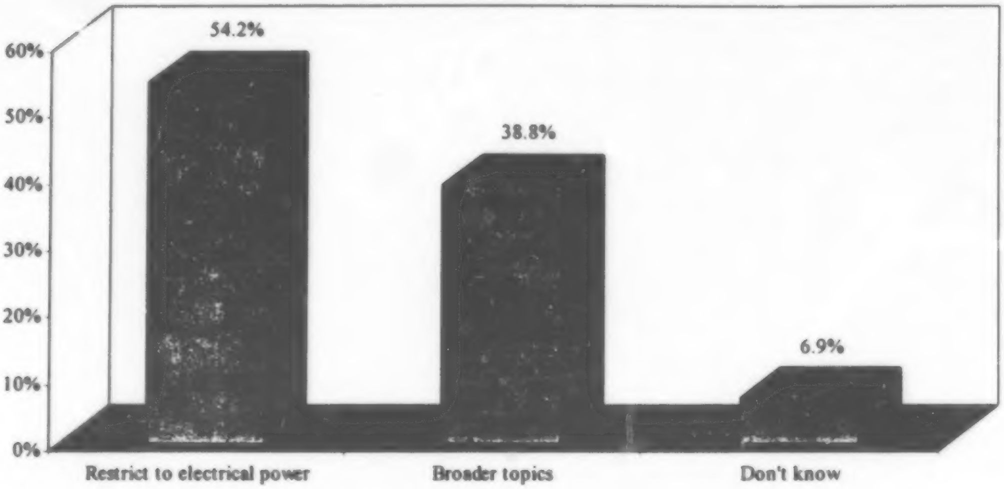
Q10. If specific groups are to be targeted, who should safety campaigns be aimed at reaching?



The largest proportion of the respondents (41.6%) indicated that the safety campaigns should be aimed at reaching young people. Employees in the workplace, people who come into contact with electricity, and farmers were also considered to be the main audience of safety campaigns by 14.5%, 13.5% and 13.1% of the respondents. Approximately one-fifth of the respondents (20.8%) suggested safety campaigns should target the general population rather than a specific segment.

Respondents who had an education of technical diploma or certificate or higher, compared to respondents with a lower education level, were more likely to have suggested that safety campaigns target to reach young people (49.6% and 34.5% respectively).

Q11A. Should SaskPower restrict its safety campaigns to dealing with the safe use of electrical power, or should it provide safety campaigns on broader topics related to public safety?

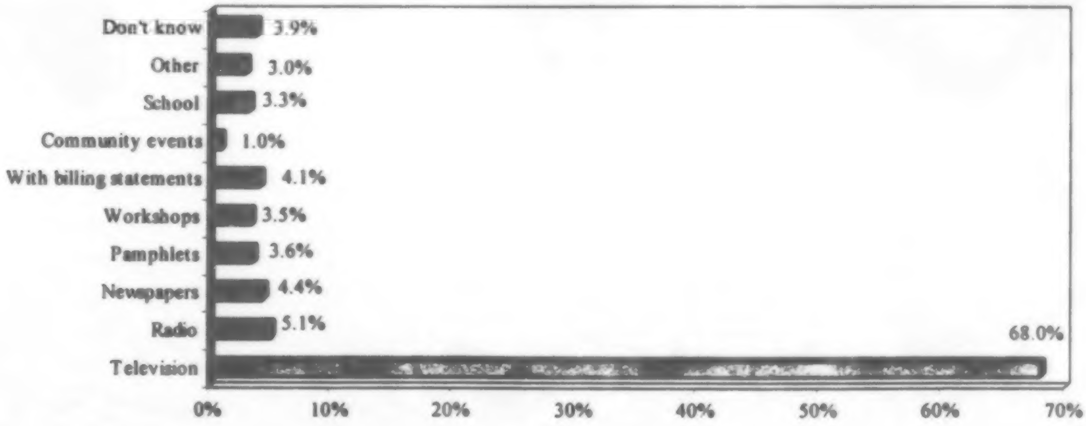


The majority of the respondents (54.2%) indicated that SaskPower should restrict its safety campaigns to dealing with the safe use of electrical power only, whereas 38.8% suggested that the campaigns should be on broader topics related to public safety.

Respondents who were between the ages of 25 and 54, compared to respondents who were in other age groups, were more likely to be in favor of safety campaigns that deal with the safe use of electrical power only (61.0% and 46.3% respectively). Male respondents were also more likely to be in favor of campaigns that focus on electrical power only than female respondents (60.4% and 48.4% respectively).

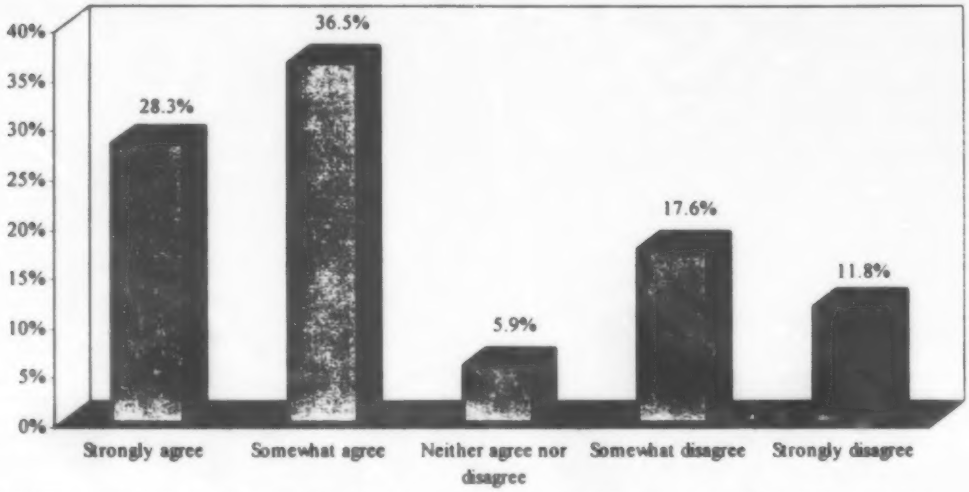
The majority of the respondents who believed SaskPower's safety campaigns should cover broader topics (58.0%) were not sure what topics should be addressed. The largest proportion (14.8%) would like SaskPower to address occupational safety in its campaigns, and 8.4% would like to see road safety being addressed in the campaigns.

Q12. What is the best way to deliver safety messages?



The majority of the respondents (68.0%) indicated that television is the best medium to delivery safety messages. Respondents who preferred other mediums accounted for a small faction of the respondents.

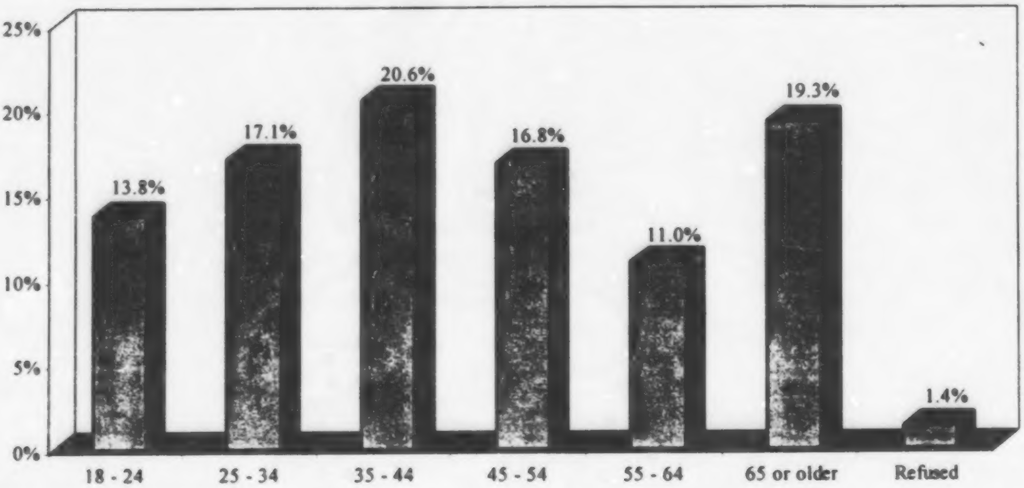
Q13. Some people suggest that for safety messages to be effective, graphic images must be included that show actual accidents and injuries of victims. Would you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with showing graphic images of accident scenes and victims in safety campaigns?



The majority of the respondents (64.8%) agreed that graphic images of accident scenes and victims should be shown in safety campaigns to be effective, whereas less than 30% "somewhat disagreed" (17.6%) or "strongly disagreed" (11.8%) with the use of graphic images.

Respondents who were between the ages of 25 and 54 were less likely to support the use of graphic images of accident scenes and victims than respondents in the other age groups (support rates of 58.4% and 73.3% respectively).
Respondents who had an income of $75,000 - $99,999 were most likely to have disagreed with the use of graphic image (51.3% disagree rate, compared to 29.4% for the overall sample).

Q14. Age



The age distribution of the sample was similar to that of the actual population in the province, with 13.8% being between the ages of 18 and 24, 17.1% between 25 and 34, 20.6% between 35 and 44, 16.8% between 45 and 54, 11.0% between 55 and 64, and 19.3% 65 years or over.

Q15. Education

Education	Number	Percentage
Some high school or less	93	18.6
Completed high school	142	28.2
Some technical training	32	6.4
Completed technical diploma or certificate	76	15.2
Some university	50	10.0
University undergraduate degree	64	12.7
University post-graduate degree	36	7.1
Don't know/Refused	9	1.8
Total	**501**	**100.0**

The largest proportion of the respondents had completed high school (28.2%), followed by those who had not completed high school (18.6%) and those who had completed technical diploma or certificate (15.2%). Respondents who had had a Bachelor's degree accounted for 12.7%.

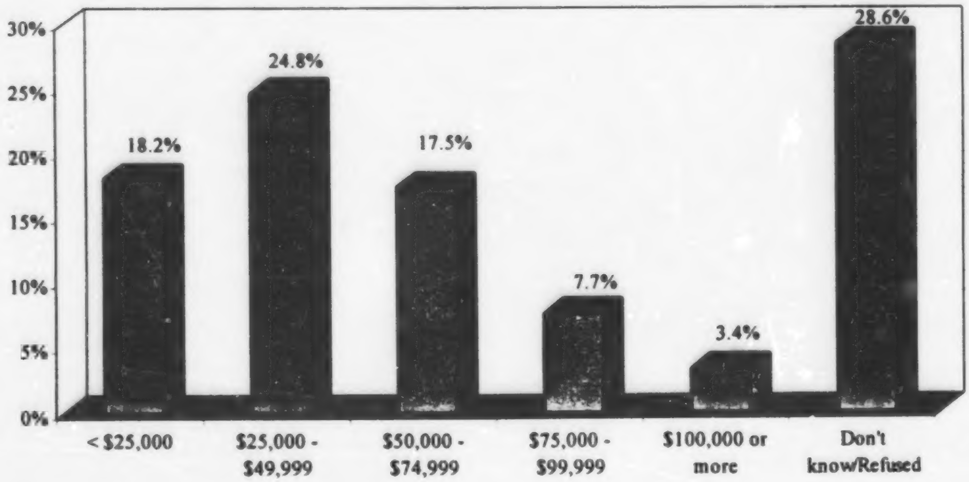
F2

Q16. Occupation

Occupation	Number	Percentage
Management/Professional	65	13.0
Teaching/Education-related	18	3.6
Health care/Medical-related	28	5.6
Clerical/Sales/Service	77	15.4
Natural resources	5	1.0
Processing/Manufacturing	15	3.0
Construction/Trades	28	5.5
Transportation	3	0.7
Farmer/Agricultural-related	43	8.5
Civil servant	19	3.8
Homemaker	46	9.2
Student	19	3.8
Retired	105	20.9
Unemployed	15	3.1
Other	8	1.7
Don't know/Refused	6	1.2
Total	**501**	**100.0**

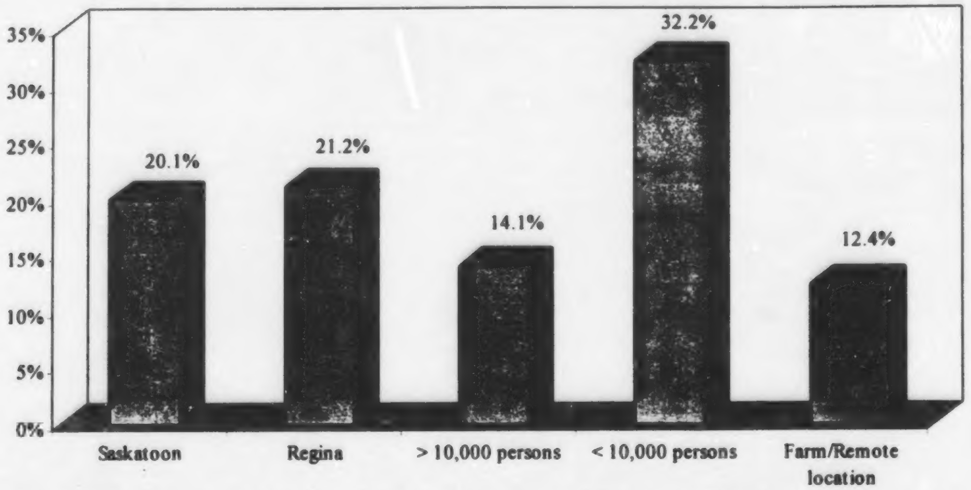
The most common occupations were in clerical, sales, and service, with approximately one in every seven of the respondents (15.4%) being in these occupations. Approximately one in every eight (13.0%) was in a management or professional occupation. Respondents in farming or agricultural-related occupations accounted for 8.5%. Another 20.9% of the respondents (20.9%) were retired.

Q17. Annual Household Income



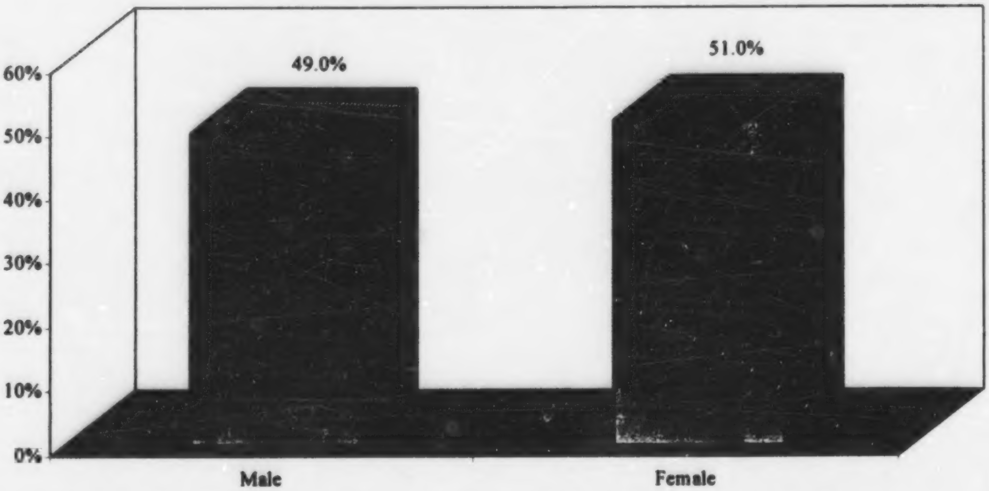
The most common annual household income category was that of between $25,000 and $49,999 (24.8%), followed by the categories of "less than $25,000" (18.2%) and "$50,000 to $74,999" (17.5%). Respondents with an annual household income of between $75,000 and $99,999 accounted for 7.7%; and 3.4% of the respondents reported to have an annual income of $100,000 or more. A total of 28.6% of the respondents declined to answer the question.

Q18. Residency



Approximately two-fifths of the respondents resided in Saskatoon or Regina (20.1% and 21.2% respectively). Another 14.1% resided in another community of 10,000 or greater population. Less than one-third of the respondents (32.2%) lived in a community of less than 10,000 population; and 12.4% lived on a farm or outside of any community.

Q19. Gender



Slightly over half of the respondents were female (51.0%), and 49.0% were male.

Appendix Two

“Other” Survey Responses

Q3. When you think about safety in Saskatchewan, what companies or organizations come to mind?

- SADD (11)
- Occupational Health and Safety (11)
- CAA (9)
- MADD (7)
- Department of Highways (7)
- SaskEnergy (5)
- MADD (4)
- Potash Mine (4)
- War Amps (4)
- CSA (4)
- Sask. Labor (3)
- Weyerhause (3)
- Canada Safety Council (2)
- Saskatchewan Health (2)
- WHIMIS (2)
- Industrial companies (2)
- Highway Traffic Board (2)
- Health Canada (2)
- Health Districts
- Water safety guide
- Sask. Interprize
- Vehicle Safety,
- TransCanada Pipeline
- Traffic safety.
- The Motor Club, and the Safety Council.
- The farming community.
- The company that produces drunk driving ads
- The company that has provided information that's gone out about seatbelts and getting car seats checked.
- Society for the Prevention of Handicaps
- SCP, City of Regina, the major corporations.
- School Crossing Guards, Bike Safety
- Farmers
- Saskatchewan Trucking Association.
- Saskatchewan Research Council
- Saskatchewan Construction Safety
- Saskatchewan Claims Insurance
- Sask. Institute for Handicapped Children
- Sask. Construction Safety Organization
- Mining, Agriculture

- Sask. Construction Assoc., first aid
- Salvation Army
- Safety Supply.
- Safety for all consulting.
- Rosthern Union Hospital
- Radio Stations, Cross Walks.
- Public Schools
- Programs through the schools.
- Prevention of Handicaps
- Health care,
- Government Departments.
- Police road and vehicle checks.
- PCL construction.
- Parks Canada
- Orientations at work
- Oil companies.
- Municipal Road Safety
- Motor Club
- Mining industry, mills, large corporations like Flexi-coil, and manufacturers
- Medications
- Manufacturers of automobiles.
- Sask. Liquor Commission
- Safety patrollers at schools
- Logan Steven's Constructions, Marlin Cranes Services, Eagle Crane Services, Dominion Construction,
- Labour Local 180
- Ipsco
- Institute for Prevention of Handicaps.
- Home security systems.
- Health equipment companies and companies that make medication for people
- Farms Safety Council;
- Farming and mining companies
- Farming
- Farmers
- Farm safety
- Farm safety
- Farm chemical companies.
- EMO
- Ducks Unlimited.
- Drinking and Driving ads: the ad where the fire dept, ambulance and tow truck are shown really hits home.
- School bus companies.
- School Boards
- Cross walks at the schools

- Construction.
- Construction safety ads.
- Construction safety
- Concerned children's advertising.
- Commercials on drunk driving
- Co-operators
- CN, CP
- Carson Welding
- Canadian Tire.
- Blue Cross
- Bicycle campaign re: wearing a helmet.
- Autopak
- Any companies that are regulated by the O.H. and F.
- All vehicle companies
- Air patrol
- 4-H, Schools
- 4-H

Q6B. What do you recall were the main themes or messages of these safety campaigns?

- Farm safety (17)
- Play safe (3)
- Safety First (2)
- They have put a lot of emphasis on farm accidents and accidents on highways.
- Smoke detectors.
- Plugs into plug-ins.
- On T.V. the little electrical guy is what comes to mind.
- Night's on for life.
- Louie, the lightning bug.
- Lights on for life.
- It was at Christmas time. Don't recall exactly.
- It involved something with farm watch.
- I think it was about getting your furnace checked.
- I have seen things on TV something about farmers being safe.
- Home safety.
- Get your chimney and furnace checked.
- Check your furnace.
- Bike safety.
- Avoiding wire when digging. Carbon monoxide safety.
- "Don't work too fast" and "Think about what you're doing".

Q10. If specific groups are to be targeted, who should safety campaigns be aimed at reaching?

- Parents (8)
- Middle age people (3)
- Drivers (3)
- Adults (3)
- Disabled people (2)
- Upper middle class
- The ones with least amount of common sense.
- The government.
- The dumb ones
- People who drink and drive should not be on the road or alcoholics.
- People who drink alcohol
- People of the city
- Nobody
- New drivers

Q11B. What other public safety topics should SaskPower address?

- Anything to do with children (7)
- General safety on whatever (7)
- Natural gas safety (6)
- Power safety in the home (3)
- Alcohol and drug abuse (3)
- General home safety (2)
- What to do in an emergency i.e.: First Aid, etc.
- What the safety sign really mean and why there
- Water safety, poisoning, dangerous chemicals
- The dangers of second-hand smoke.
- Street Smart issues
- Storms, floods, earthquakes
- Safety around house with electricity
- Other utility companies' issues.
- More involved concerning their product
- More awareness like "dial before you dig".
- School safety.
- How to use equipment and appliance safely.
- Helping to reform the Workman's Compensation Act
- Health issues regarding radiation and power
- Energy conservation
- Emergency situations
- Dealing with any companies.

- Cost of fuel in general
- Combination of SaskPower and SaskEnergy
- Bicycle safety
- Be careful where you dig.
- Basic safety i.e.: car safety and power accidents
- Basic safety
- Any kind of safety issue, but the focus on power.

Q12. What is the best way to deliver safety messages?

- All media (3)
- Word of mouth (3)
- Phone calls (2)
- Person to person (2)
- Support my program, through the Elks, on drug and alcohol abuse in the schools. Call 757-7739.
- Multiple message system
- Internet
- I don't think there should be safety campaigns.
- Find the cheapest method.
- Advertising

Q16. Which of the following best describes your occupation

- Disabled (6)
- UPC Associate
- Sick leave
- Artist

Department/Crown commissioning the work:

Executive Council

Date: May, 2001

Supplier: **Doug Fast & Associates,**
Saskatoon

Cost: **$22,500**

Omnibus
Provincial Public Opinion Survey

Prepared for:

Saskatchewan Executive Council
113 Legislative Building
Regina, Saskatchewan
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May 2001

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Appendix I Survey Instrument
Appendix II Survey Demographics

EXECUTIVE SUMMARY

- Federal issues that Saskatchewan residents tend to be most concerned with include health care, federal taxes, jobs and unemployment and the economy.
- Provincial issues that Saskatchewan residents tend to be most concerned with include health care, agriculture, provincial taxes and jobs and unemployment.
- The majority of residents approve of the way the provincial government is handling the policing of communities, the environment, education and economy.
- The majority of residents agree that Saskatchewan is a great place in which to live, work and do business.
- Approximately one third of residents have heard of SaskPower's Shand Greenhouse.
- More than three quarters of residents think the education system in Saskatchewan is the same or better than that of the rest of the country.
- The large majority of residents think Saskatchewan's education system is doing an adequate or better job in using new technology to enhance learning opportunities for students.
- The majority of residents approve of increasing funding for a program called the Serious and Habitual Offender Comprehensive Action Program and to expand serious crimes units.
- The majority of Saskatchewan residents are in favour of raising the legal age to purchase tobacco to 19.
- The majority of Saskatchewan residents would support a province wide prohibition on smoking in public places where children have access.

METHODOLOGY

Doug Fast & Associates was retained by the Government of Saskatchewan to conduct the May 2001 public opinion survey with a representative sample of the Saskatchewan population. The May Omnibus Survey contains questions designed to explore public opinion in the areas of:

- federal issues of importance to Saskatchewan residents;
- provincial issues of importance to Saskatchewan residents;
- economic and co-operative development;
- SaskPower;
- education;
- justice; and
- health care.

Questions for the survey were provided by Saskatchewan Executive Council and assembled into an interview format by Doug Fast & Associates. The questionnaire was pre-tested to ensure that all of the questions being asked in the interview were understood by the general public and the information being gathered addressed the public opinion research objectives.

The sample frame for this public opinion research survey was constructed to obtain complete interviews from a random sample of 982 households throughout Saskatchewan. To ensure proportionate representation from all areas of Saskatchewan, the province was divided into nine geographic sampling districts. Interview respondents were selected randomly from Saskatchewan telephone directories in each region using standard polling practices to ensure random selection of households and respondents. The sampling frame was also constructed to ensure proportionate representation of other important demographic characteristics evident within the provincial population such as gender, age, occupation, level of education and level of household income. This ensures that the opinions of all the various types of people who reside in Saskatchewan are proportionately represented in the statistical measurements documented in this report.

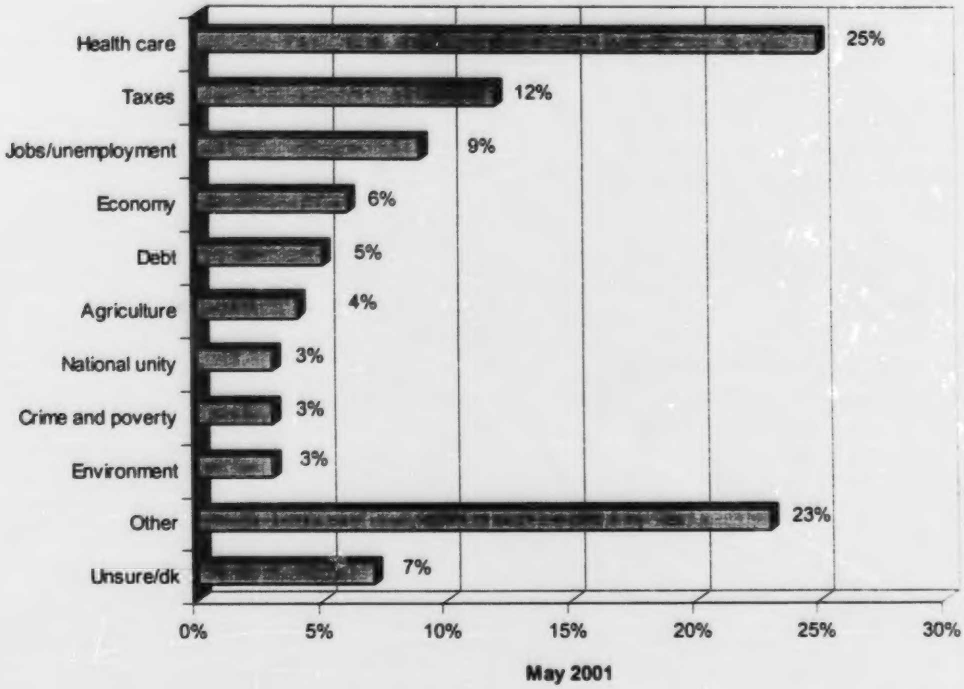
Nine hundred and eighty two residents of the province were interviewed between Thursday, May 17 and Sunday, May 27, 2001. Interviews were conducted by telephone at times that were appropriate and convenient for respondents - weekdays between the hours of 5:00 p.m. and 9:00 p.m. and weekends between the hours of 11:00 a.m. and 3:00 p.m. All interviews were conducted by Doug Fast & Associates' in-house public opinion interviewers using our *Computer Aided Telephone Interviewing* (CATI) call centre.

The Omnibus survey sample size of 982 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error of plus or minus 3.1 percentage points: reliable results with low variability. Frequency charts for all public opinion issues are illustrated in this report.

Doug Fast & Associates designed and implemented programs to facilitate the statistical analysis of data using the industry standard SPSS computer program (Statistical Package for Social Sciences). Data checking procedures were utilized at all times to ensure accuracy of the data. In addition, statistical tests were conducted on the demographics to check for reliability and validity of the survey data.

1.0 GENERAL ISSUES

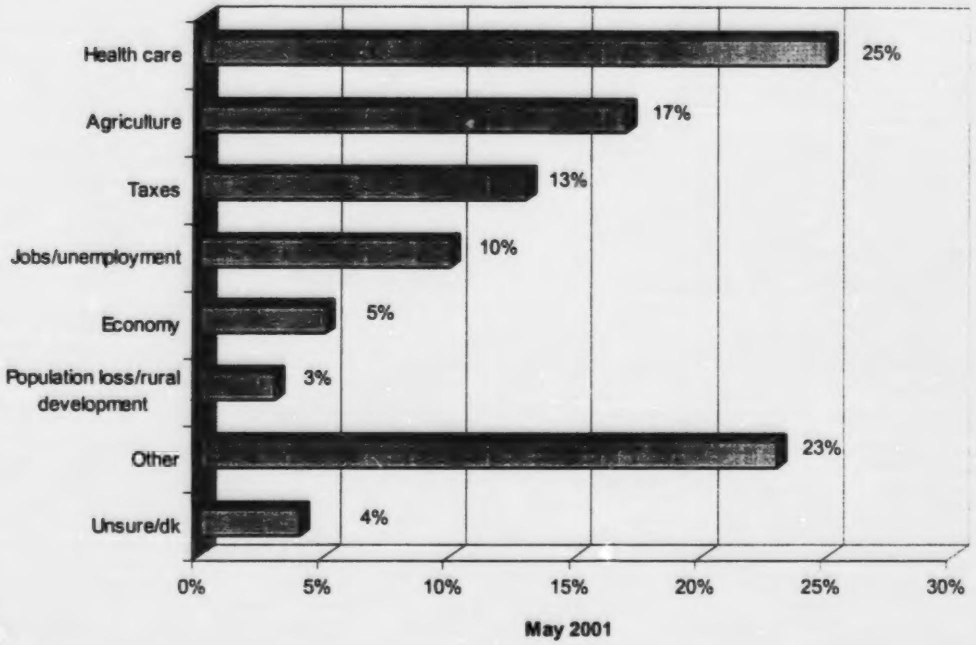
Question 1. In your opinion, what is the most important issue facing Canada today?



- According to 25% of Saskatchewan residents, the most important issue facing Canada today is the health care system. Other important issues include federal taxes (12%), jobs and unemployment (9%), the economy (6%), the national deficit and accumulated debt (5%) and agriculture (4%).

- Approximately 23% of respondents are primarily concerned with 'other' issues such as the federal government in general (4%), education (2%), increasing natural gas and utility prices (2%), business, industry and trade (2%), fuel prices (2%) and moral, social and religious issues (1%).

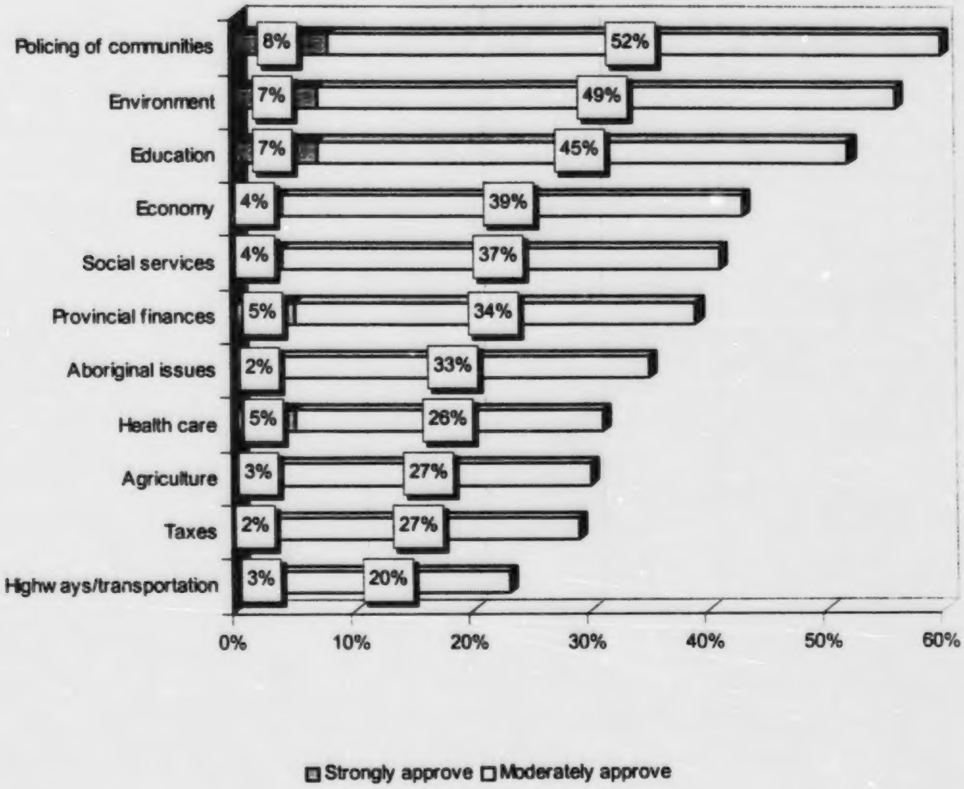
Question 2. What do you think is the most important issue facing the province of Saskatchewan today?



- The most important issue facing the province today, according to 25% of Saskatchewan residents, is health care. Approximately 17% of residents are concerned primarily with agriculture, 13% with provincial taxes, 10% with jobs and unemployment and 5% are concerned with the provincial economy.

- Included among 'other' important issues identified by 23% of respondents are the provincial government in general (3%), the provincial debt (2%), the environment (2%), increasing natural gas and utility prices (2%), highways and transportation (2%), fuel prices (2%) and Native issues (2%).

Question 3. How much do you approve of the way the provincial government is handling the following...



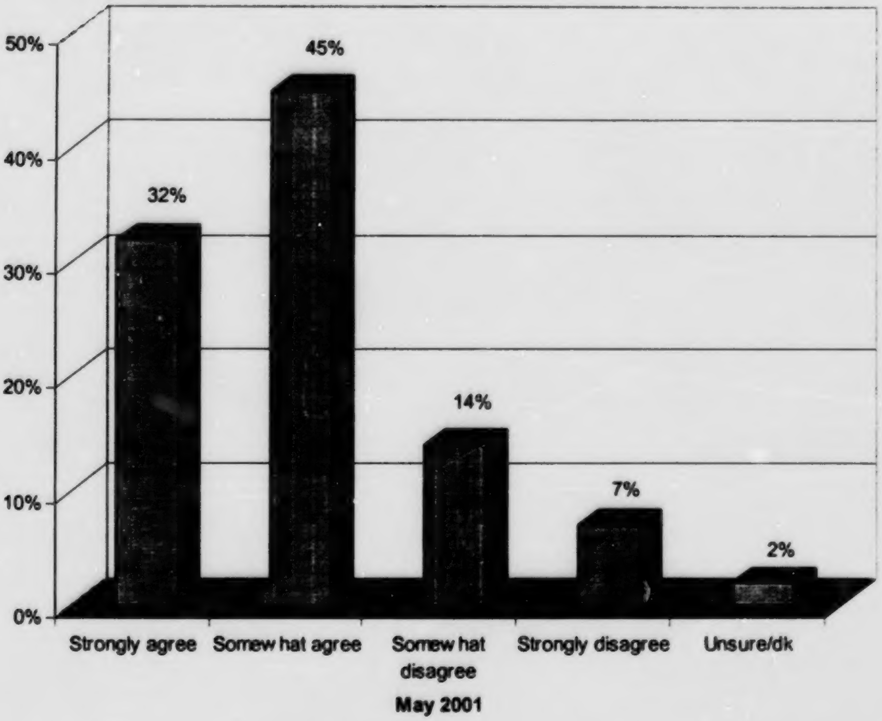
- The majority of Saskatchewan residents approve of the way the provincial government is handling the policing of communities (60%), the environment (57%) and education (52%).

- More than one third approve of the way the provincial government is handling the economy (43%), social services (41%), provincial finances (39%) and Aboriginal issues (35%).

- More than one quarter approve of the way the provincial government is handling health care (31%) agriculture (30%), taxes (29%) and highways and transportation (23%).

2.0 ECONOMIC & CO-OPERATIVE DEVELOPMENT

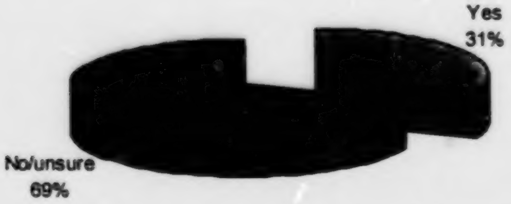
Question 4. How strongly do you agree with the following statement: Saskatchewan is a great place in which to live, work and do business.



- More than three quarters (77%) of residents agree that Saskatchewan is a great place in which to live, work and do business.

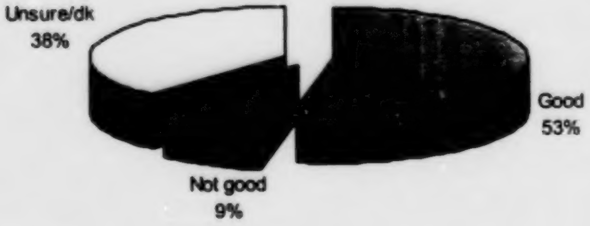
3.0 SASKPOWER

Question 5a. Have you ever heard of SaskPower's Shand Greenhouse?



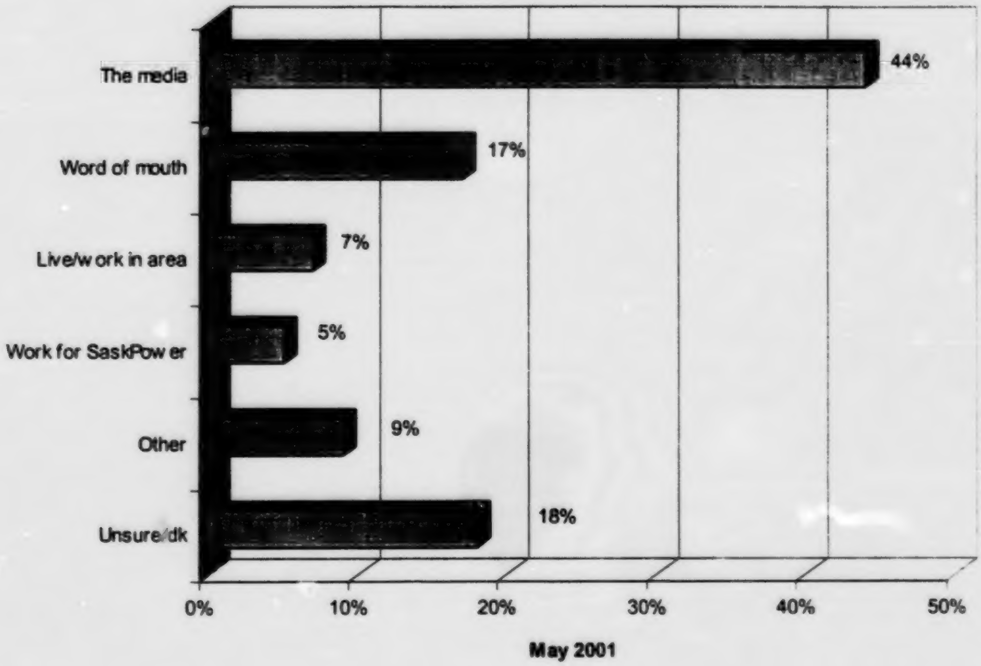
- Approximately 31% of Saskatchewan residents have heard of SaskPower's Shand Greenhouse.

Question 5b. Do you feel the project is, on balance, a good environmental project?



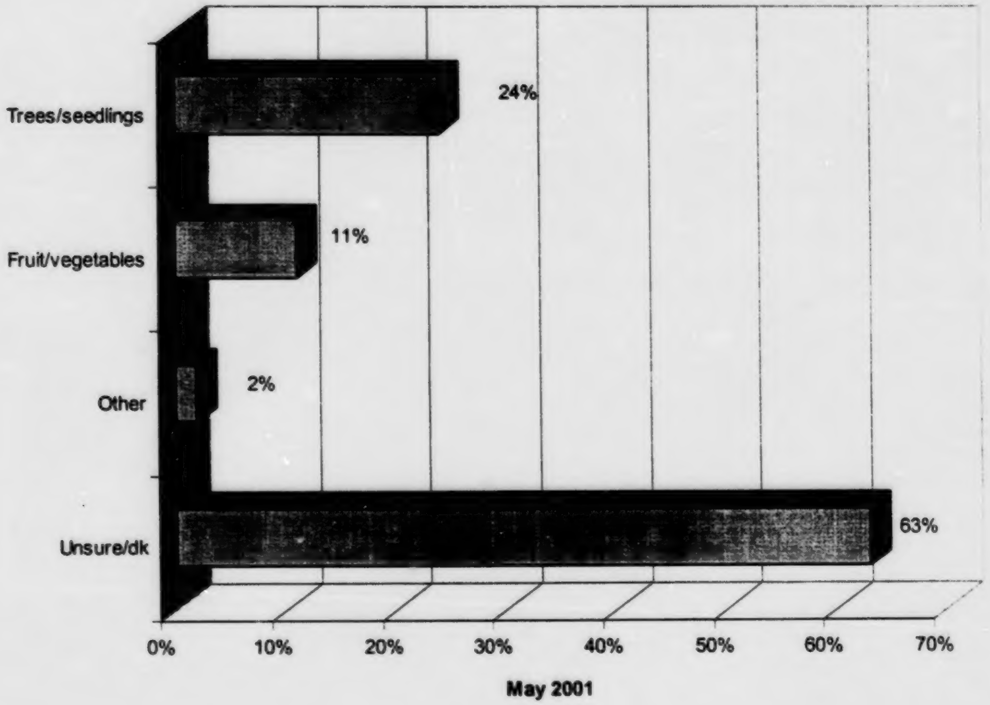
- The majority (53%) of those residents who have heard of the Shand Greenhouse think it is a good environmental project (16% of all residents).

Question 5c. Can you tell me where you heard about SaskPower's Shand Greenhouse?



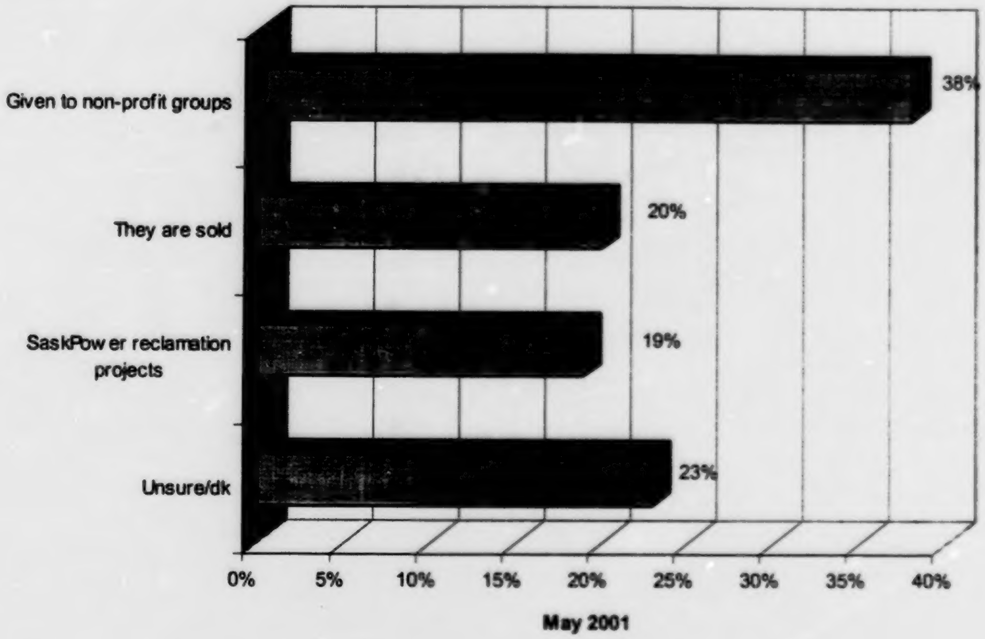
- Approximately 44% of those residents who have heard of SaskPower's Shand Greenhouse say they heard about it through the media (14% of all respondents).

Question 5d. Do you know what they use the greenhouse to produce?



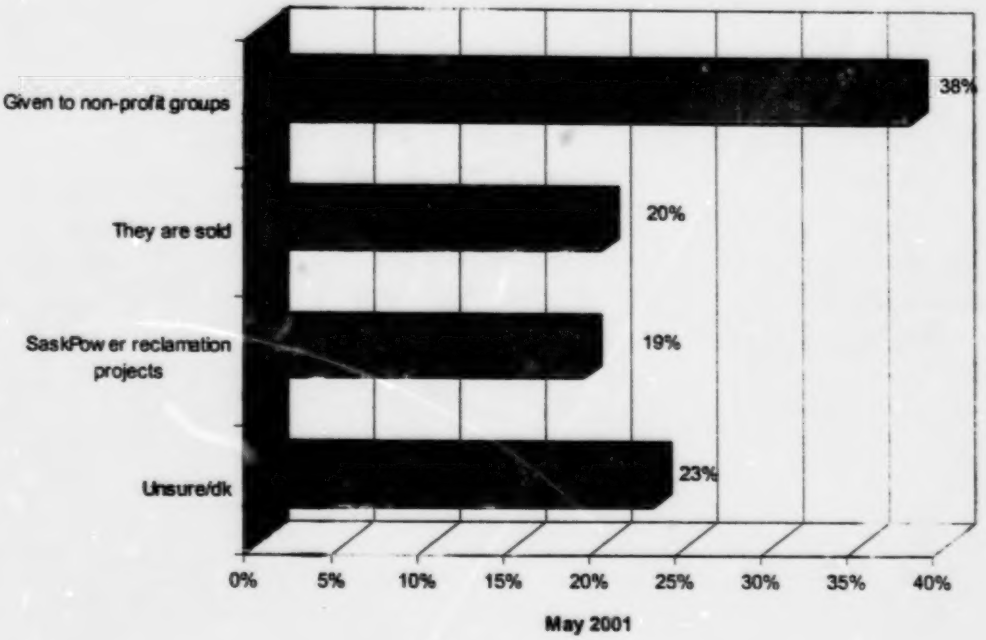
- Approximately 24% of those respondents who have heard of the Shand Greenhouse think the greenhouse produces tree seedlings (7% of all respondents). The majority (63%) are unsure what the greenhouse is used to produce.

Question 5e. Do you know what is done with these seedlings?



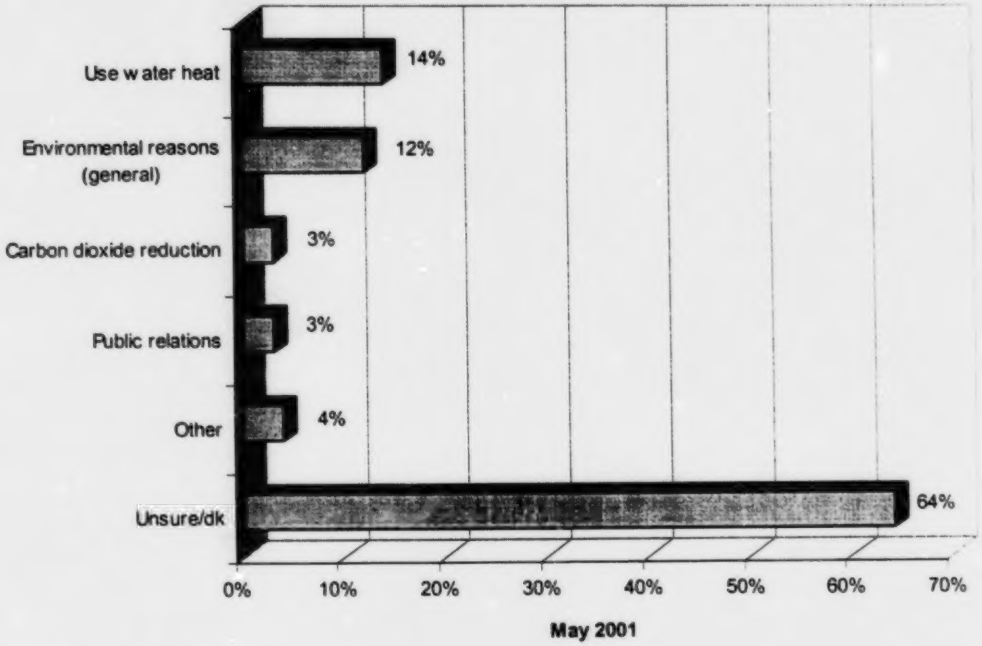
- More than one third (38%) of those respondents who are aware the greenhouse produces seedling think they are given to non-profit groups (3% of all respondents), 20% think they are sold (1% of all respondents) and 19% think the seedlings are used in SaskPower reclamation projects (1% of all respondents).

Question 5e. Do you know what is done with these seedlings?



- More than one third (38%) of those respondents who are aware the greenhouse produces seedling think they are given to non-profit groups (3% of all respondents), 20% think they are sold (1% of all respondents) and 19% think the seedlings are used in SaskPower reclamation projects (1% of all respondents).

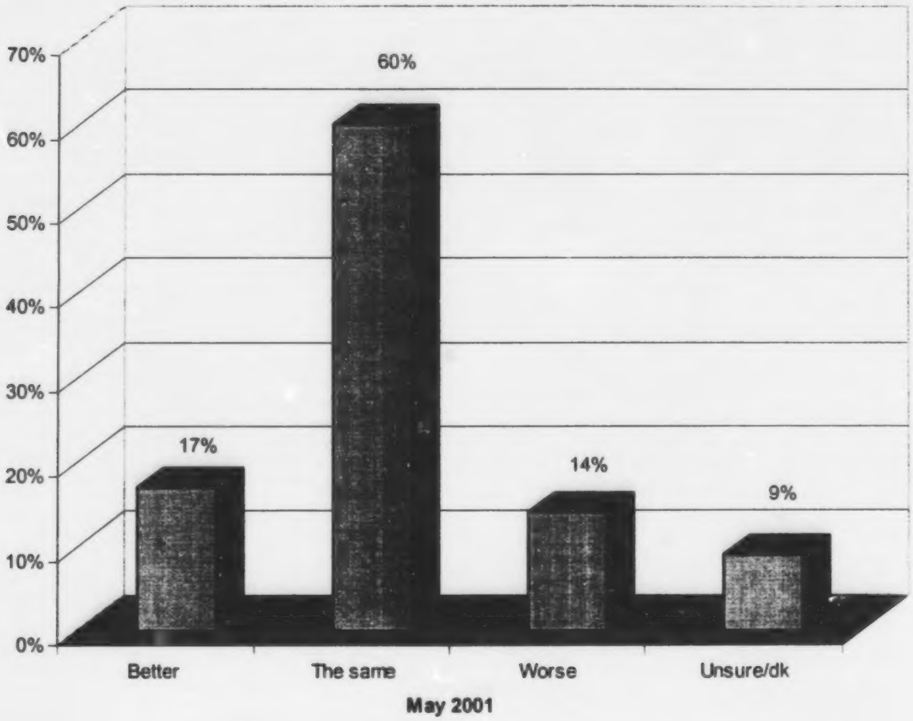
Question 5f. Do you know why SaskPower operates the greenhouse or what purpose it serves?



- The majority (64%) of those respondents who have heard of SaskPower's Shand Greenhouse are unsure why SaskPower operates the greenhouse or what purpose it serves (20% of all respondents). Of those with an opinion 14% (or 4% of all respondents) think it is to use water heat and 12% (or 4% of all respondents) mention general environmental reasons for the greenhouse.

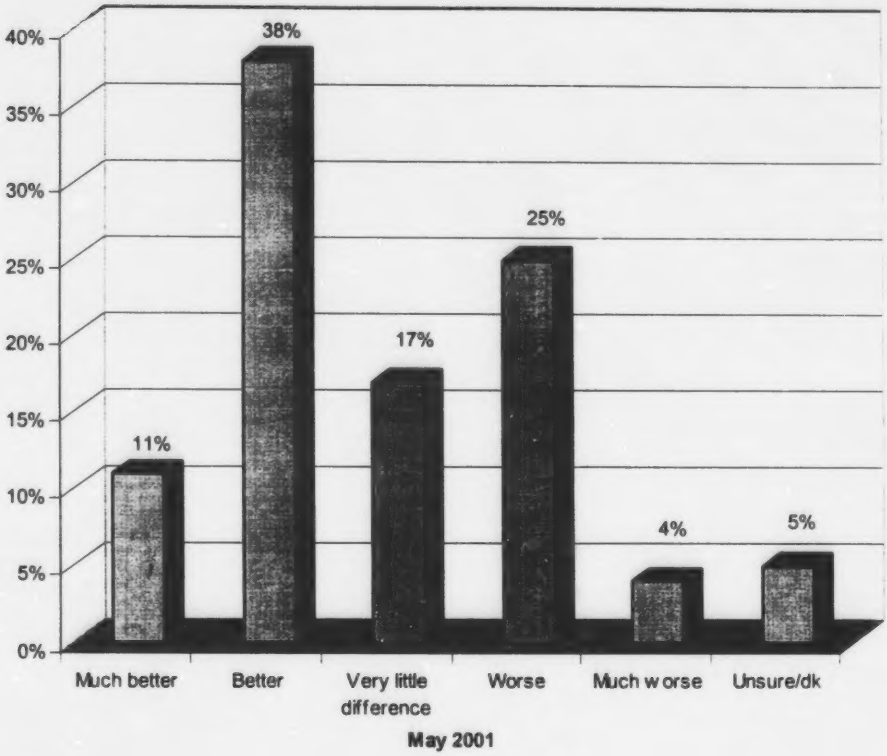
4.0 EDUCATION

Question 6. Compared to the rest of the country, do you think the education system in Saskatchewan is better, the same or worse?



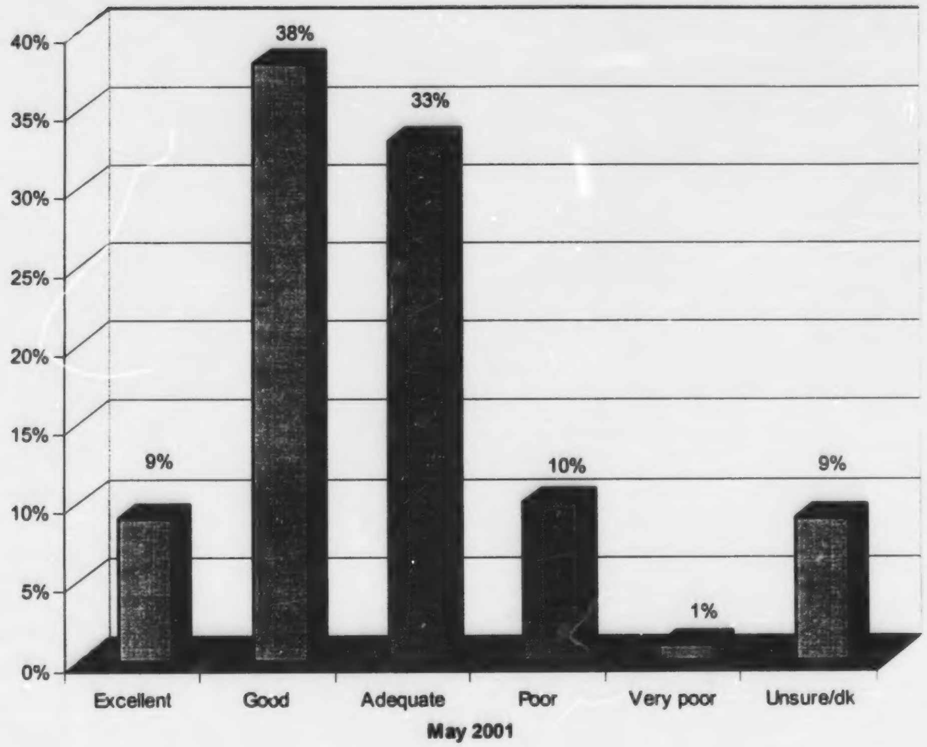
- More than three quarters (77%) of residents think the education system in Saskatchewan is the same or better than that of the rest of the country.

Question 7. When you think of your own school education, do you believe students' education today is much better, better, worse, much worse or very little different compared to yours?



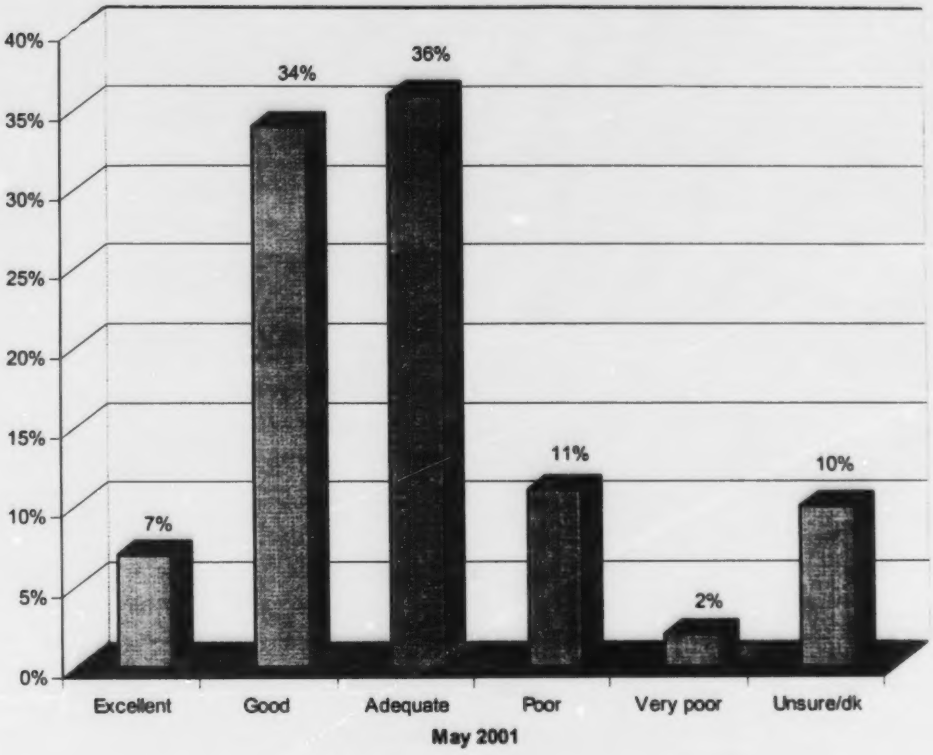
- Almost one half (49%) of Saskatchewan residents believe students' education today is better than the education they received; 17% believe there is very little difference.

Question 8. Do you think the quality of elementary education in Saskatchewan is generally excellent, good adequate, poor or very poor?



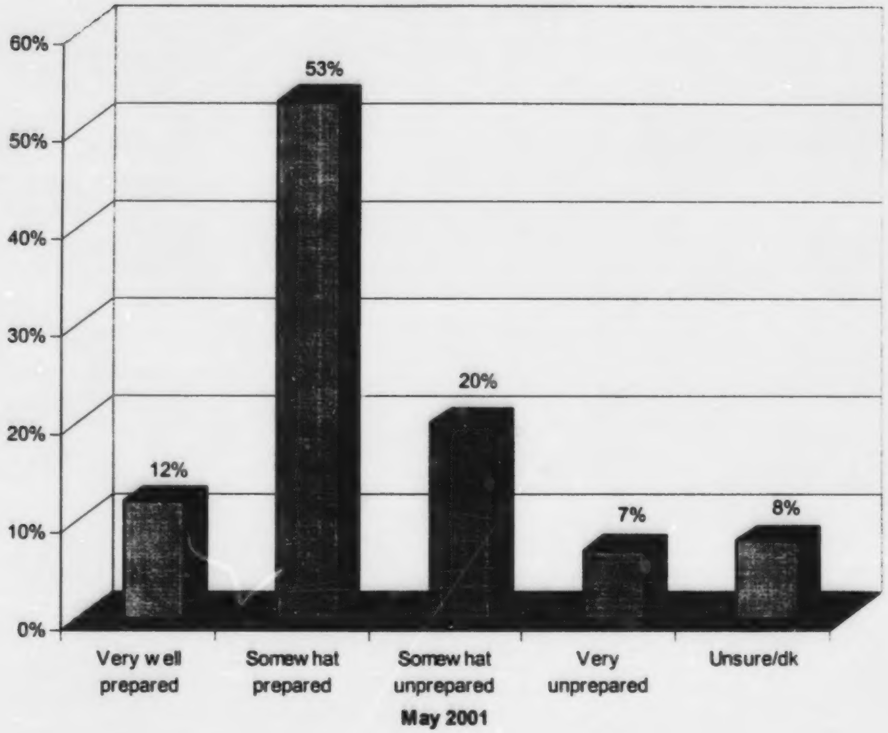
- The large majority (80%) of Saskatchewan residents think the quality of elementary education in Saskatchewan is adequate or better.

Question 9. Do you think the quality of secondary or high school education in Saskatchewan is generally excellent, good, adequate, poor or very poor?



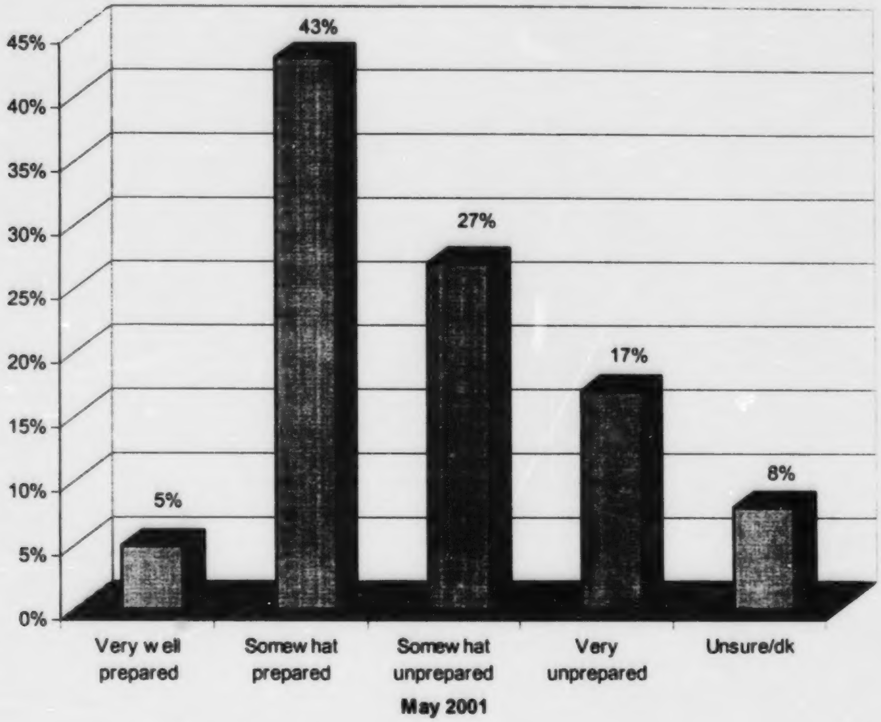
- More than three quarters (77%) of residents think the quality of secondary or high school education in Saskatchewan is adequate or better.

Question 10. Which best describes how well prepared you think Saskatchewan high school students are for entering post-secondary institutions like colleges or universities? Do you think they are very well prepared, only somewhat prepared, somewhat unprepared or very unprepared?



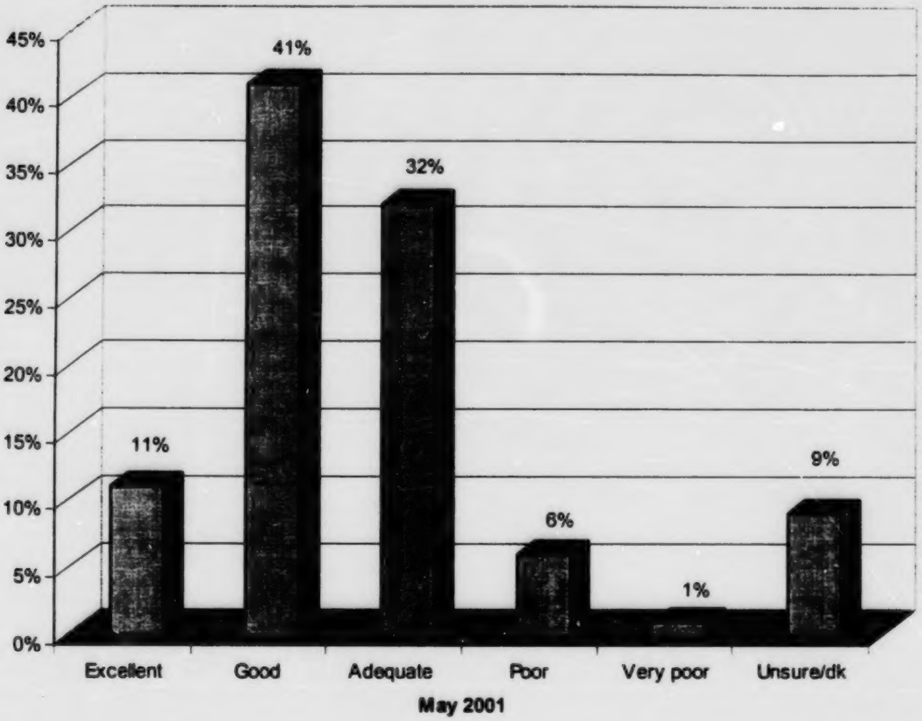
- Approximately two thirds (65%) of residents think Saskatchewan high school students are prepared for entering post-secondary institutions like colleges or universities.

Question 11. How well prepared do you think high school students are for entering the workforce?



- Almost one half (48%) of residents think Saskatchewan high school students are prepared for entering the workforce.

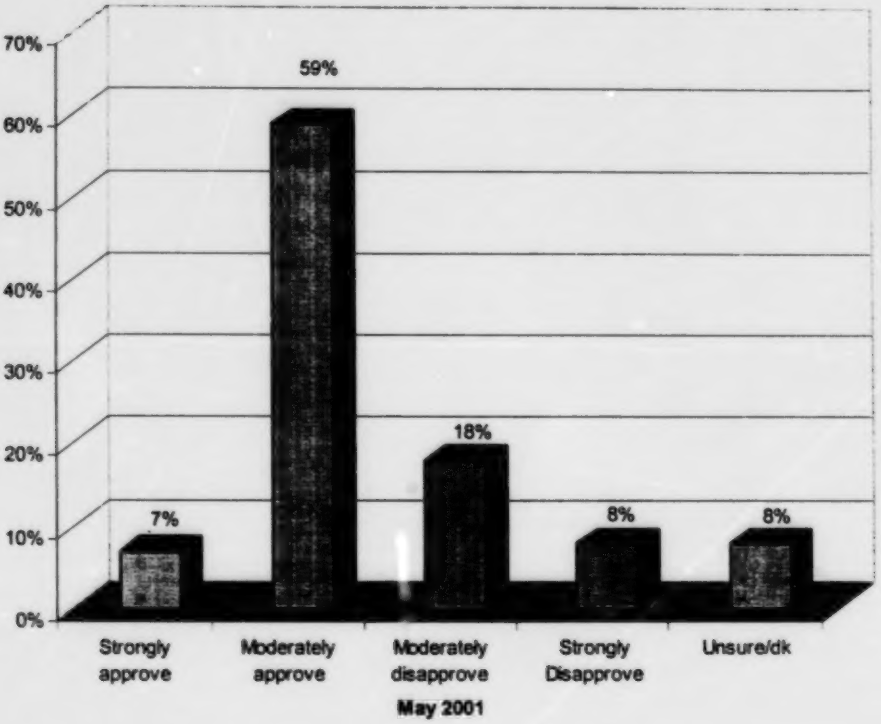
Question 12. How well do you believe Saskatchewan's education system is doing in using new technology like computers and the Internet to enhance learning opportunities for students?



- The large majority (84%) of residents think Saskatchewan's education system is doing an adequate or better job in using new technology like computers and the Internet to enhance learning opportunities for students.

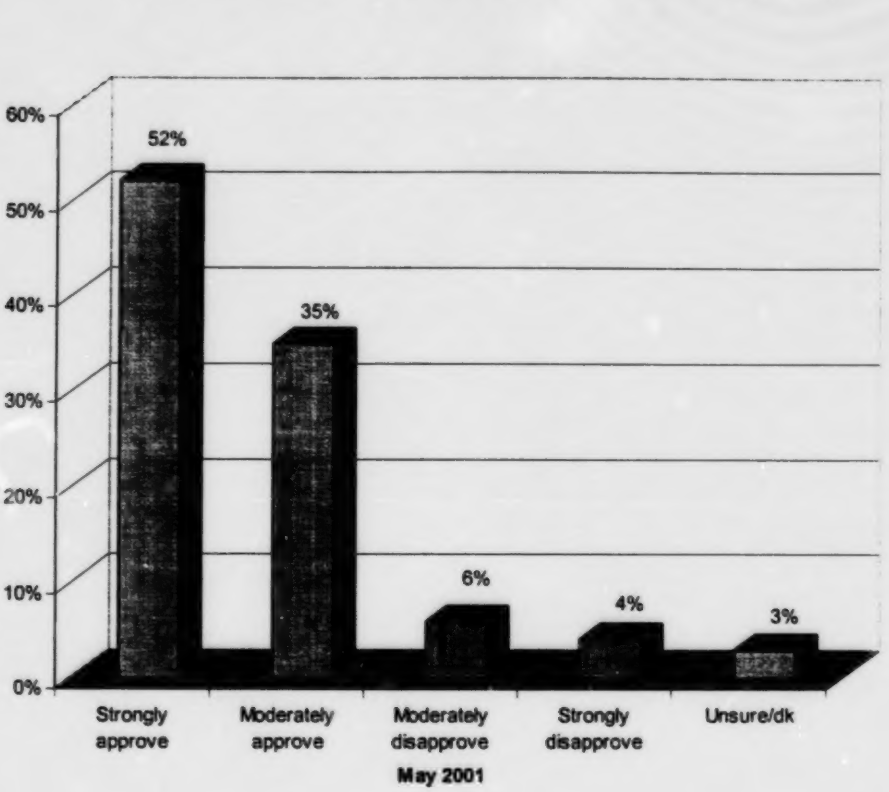
5.0 JUSTICE

Question 13. How much do you approve of the way Saskatchewan's provincial government is handling the policing of communities?



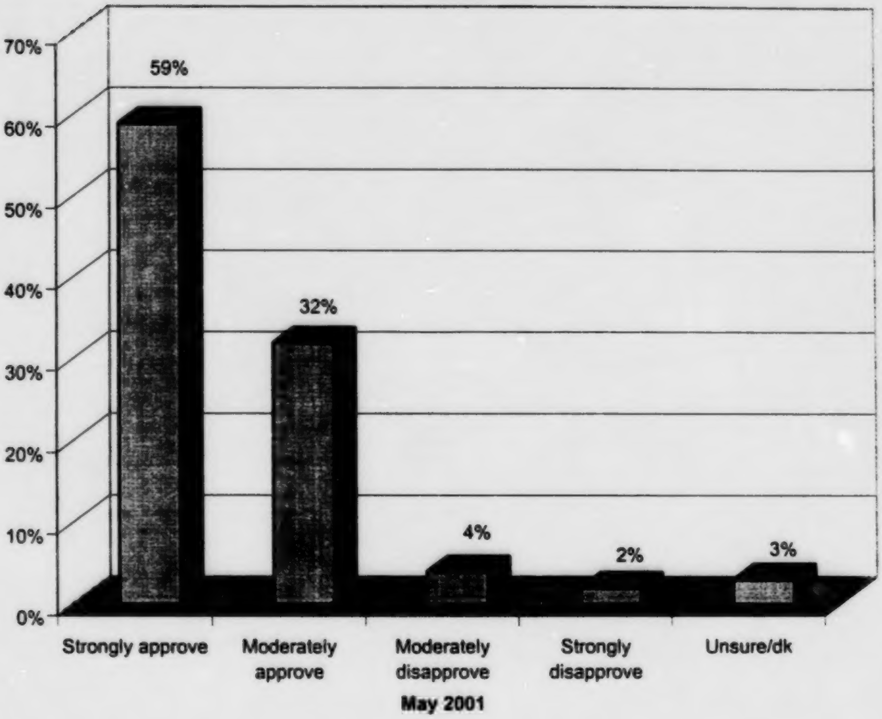
- The majority (66%) of residents approve of the way Saskatchewan's provincial government is handling the policing of communities.

Question14a. Tell me if you approve of the following initiatives: increased funding for the Serious and Habitual Offender Comprehensive Action Program.



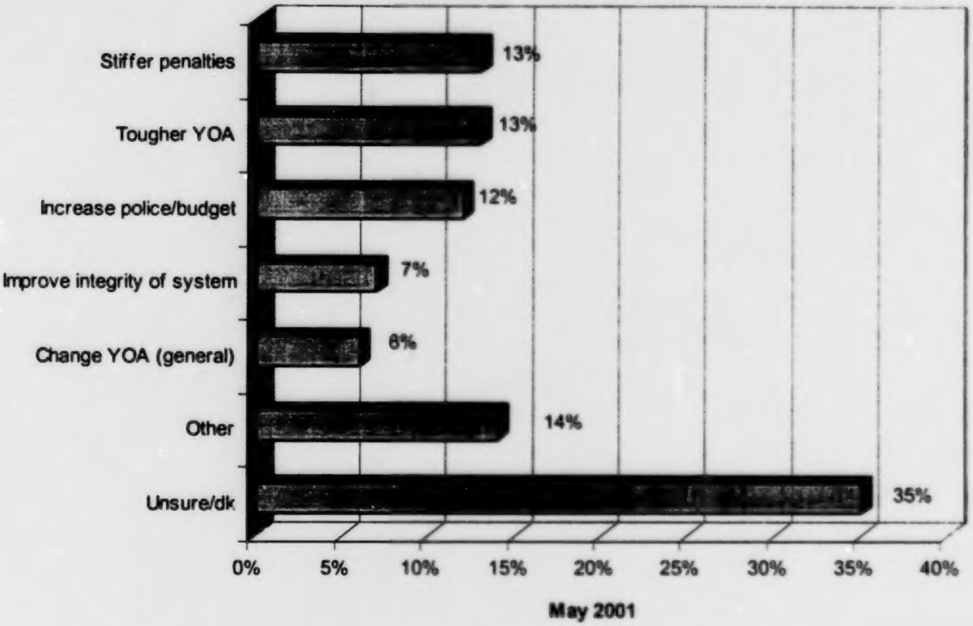
- The large majority (87%) of residents approve of increased funding for a program called the Serious and Habitual Offender Comprehensive Action Program.

Question 14b. Tell me if you approve of the following initiatives: increased funding to expand serious crime units.



- The large majority (91%) approve of the increased funding to expand serious crime units in Saskatchewan.

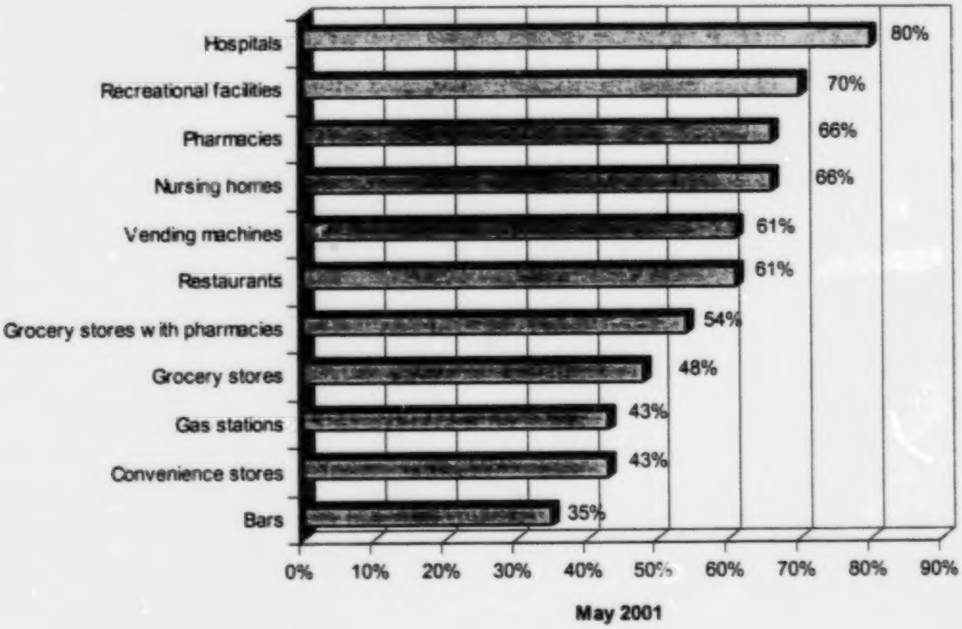
Question 14c. What would you like to see changed about the way the Saskatchewan's provincial government manages policing and the justice system.



- Approximately 13% of Saskatchewan residents would like the government to enforce stiffer penalties for offenders, another 13% would like a tougher young offenders act, 12% would like the government to increase the budget and hire more police, 7% mention improving the integrity of the justice system and 6% would like changes to the young offenders act in general.
- About 14% of respondents mention 'other' changes they would like to see in the justice system such as dealing with Native issues more effectively (2%), increasing social programs (2%), increasing communications with communities (2%) and increase funding to all areas (2%).

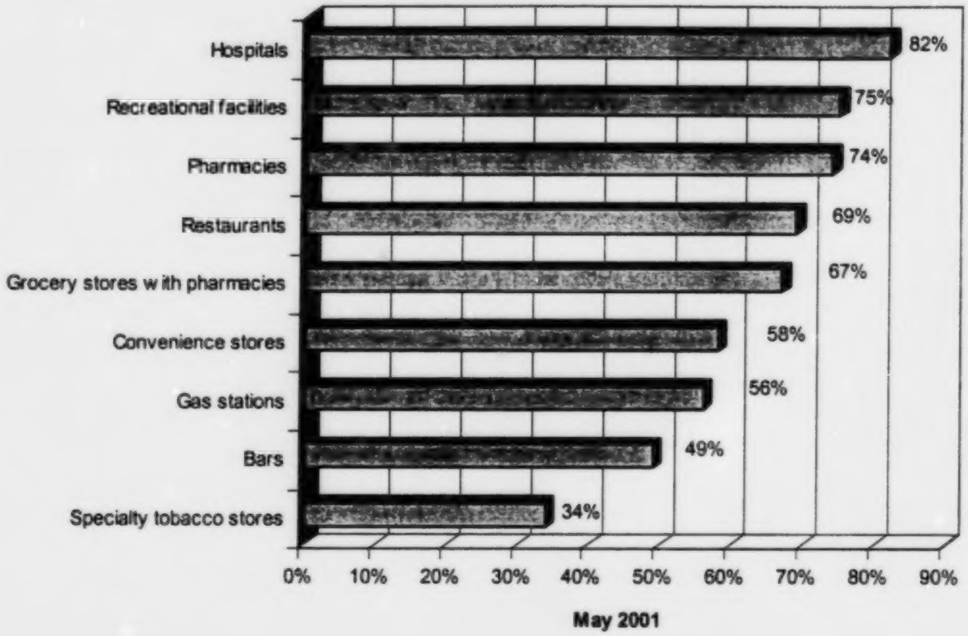
6.0 HEALTH CARE

Question 15. Currently there are few legal restrictions on where tobacco can be sold. Lately, there has been discussions about more restrictions on the sale of tobacco. Would you support a ban on the sale of tobacco in the following places?



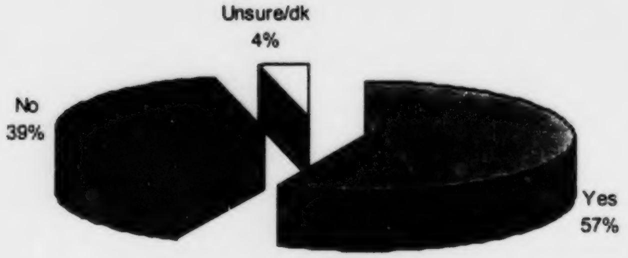
- More than two thirds of Saskatchewan residents would support a ban on the sale of tobacco in hospitals (80%) and recreational facilities (70%).
- The majority would support a ban on the sale of tobacco in pharmacies (66%), nursing homes (66%), vending machines (61%), restaurants (61%) and grocery stores with pharmacies on the premises (54%).

Question 16. Would you support a ban on the display of tobacco product and advertising materials in the following locations?



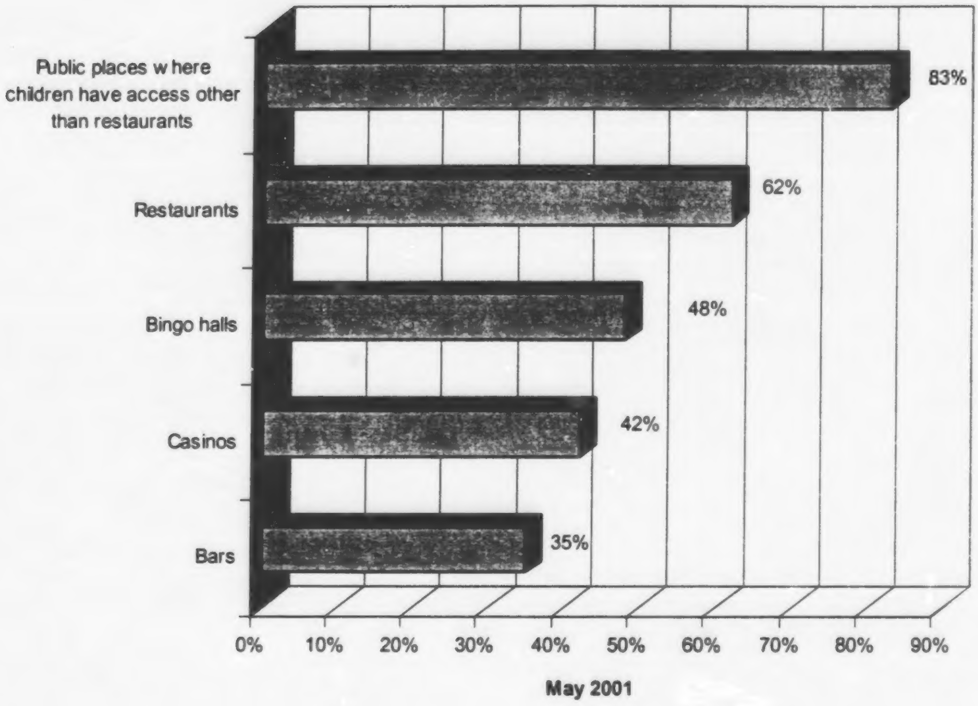
- More than three quarters of Saskatchewan residents would support a ban on the display of tobacco products and advertising materials in hospitals (82%), recreational facilities (75%) and pharmacies (74%).
- The majority would support a ban on the display of tobacco products and advertising materials in restaurants (69%), grocery stores with pharmacies on the premises (67%), convenience stores (58%) and gas stations (56%).

Question 17. The current legal age to purchase tobacco is 18. Are you in favour of raising the legal age to 19?



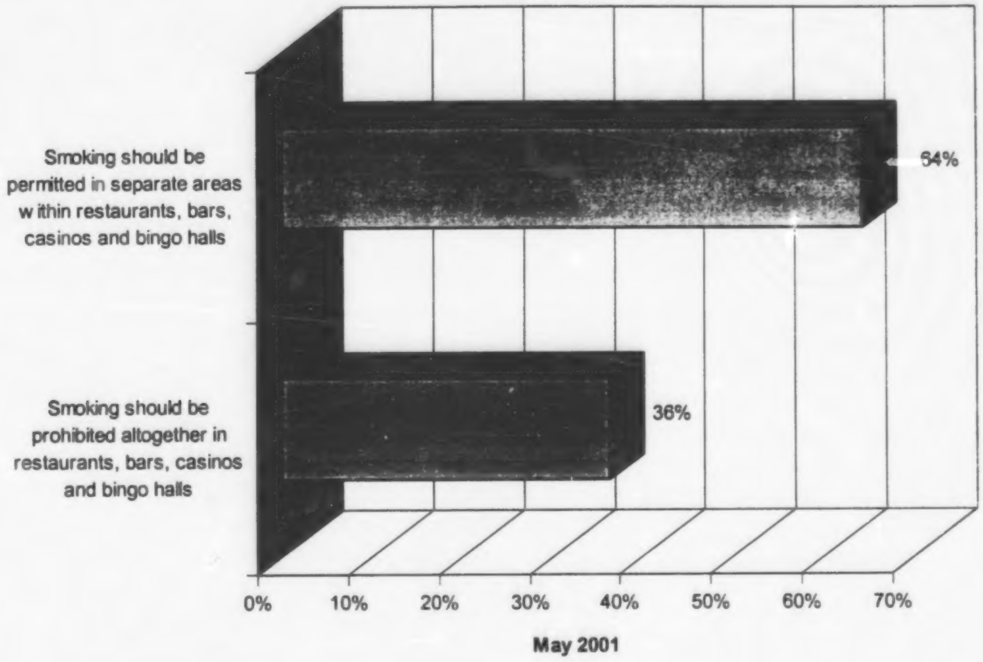
- The majority (57%) of Saskatchewan residents are in favour of raising the legal age to purchase tobacco to 19.

Question 18. Would you support a province wide prohibition on smoking in locations such as...



- The majority of residents would support a province wide prohibition on smoking in public places where children have access other than restaurants (83%) and in restaurants (62%).

Question 19. Which of the following statements most closely reflects your point of view?

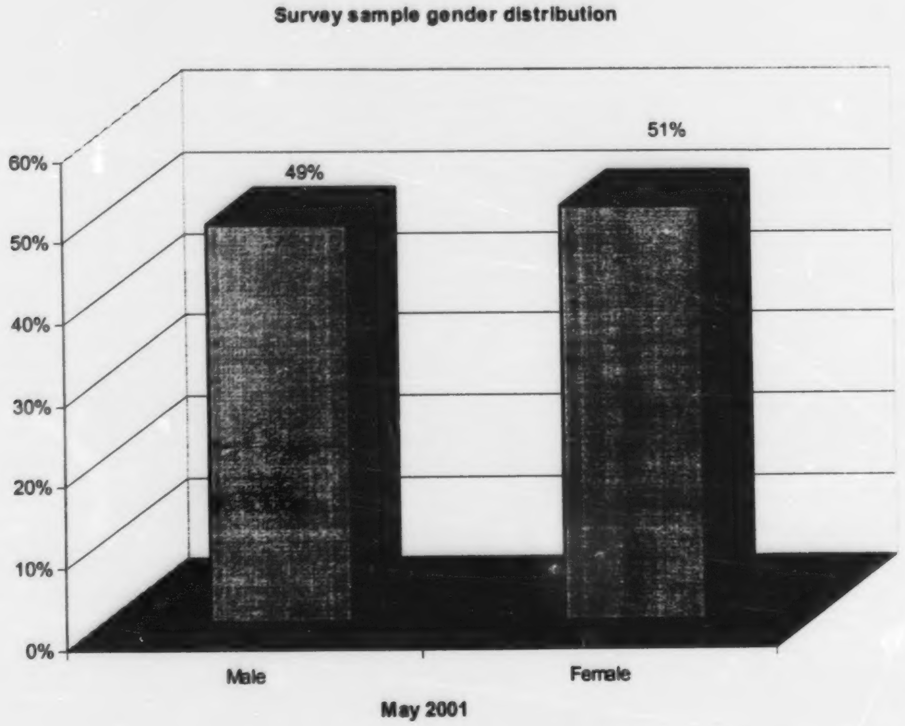


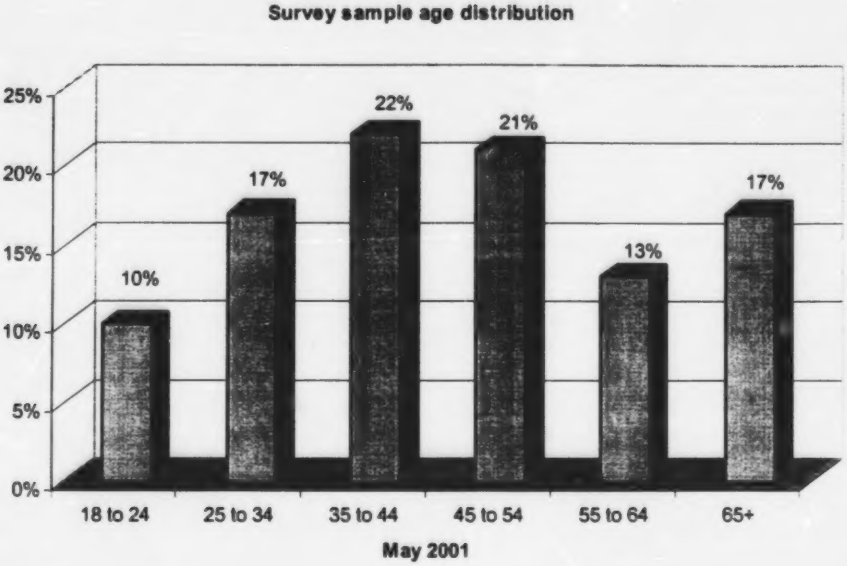
- The majority (64%) of Saskatchewan residents indicate the statement that most closely reflects their point of view is that smoking should be permitted is separate areas within restaurants, bars, casinos and bingo halls.

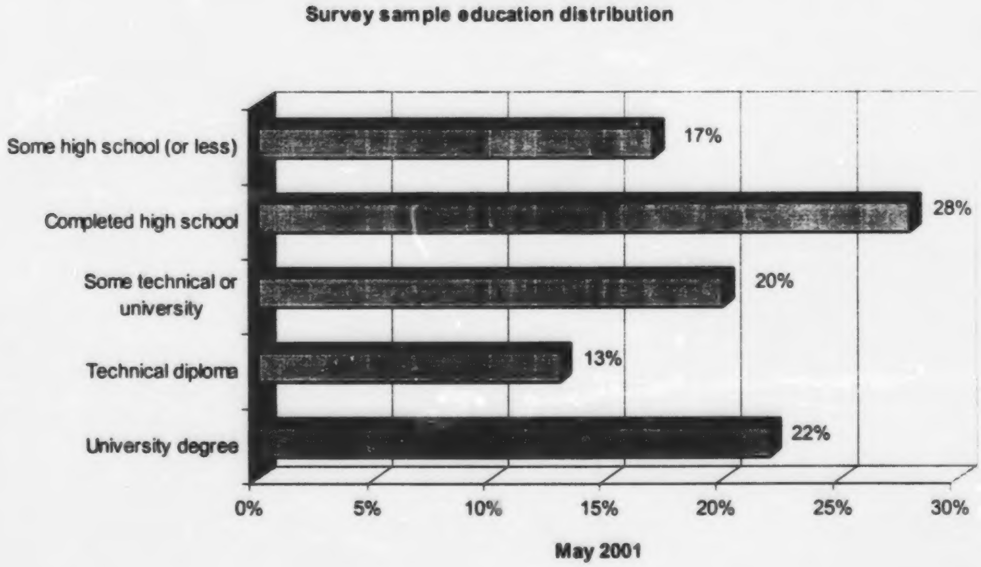
APPENDIX II SURVEY DEMOGRAPHICS

The omnibus public opinion sample frame is constructed to facilitate proportionate representation of various demographic characteristics evident within the province of Saskatchewan. This ensures that opinions of all the various types of residents in Saskatchewan are proportionately represented in the statistical measurements documented in this report. The demographic distributions from the survey sample generally parallel the province's actual population distributions, as measured by Statistics Canada census data.

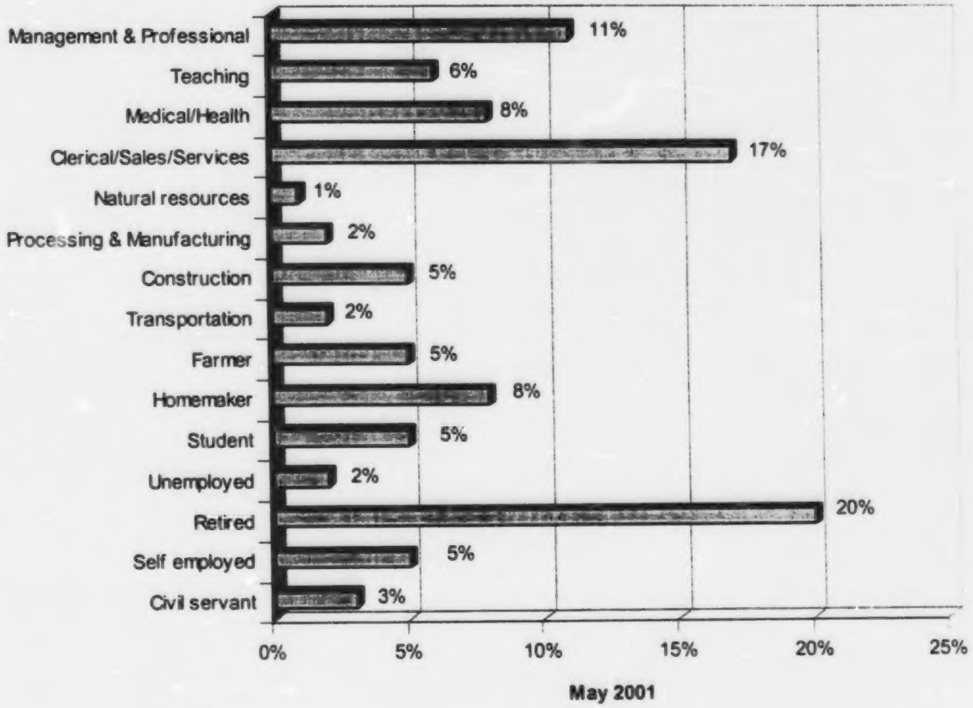
The omnibus survey sample size of 982 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error for the point estimates contained in this report of plus or minus 3.1 percentage points.



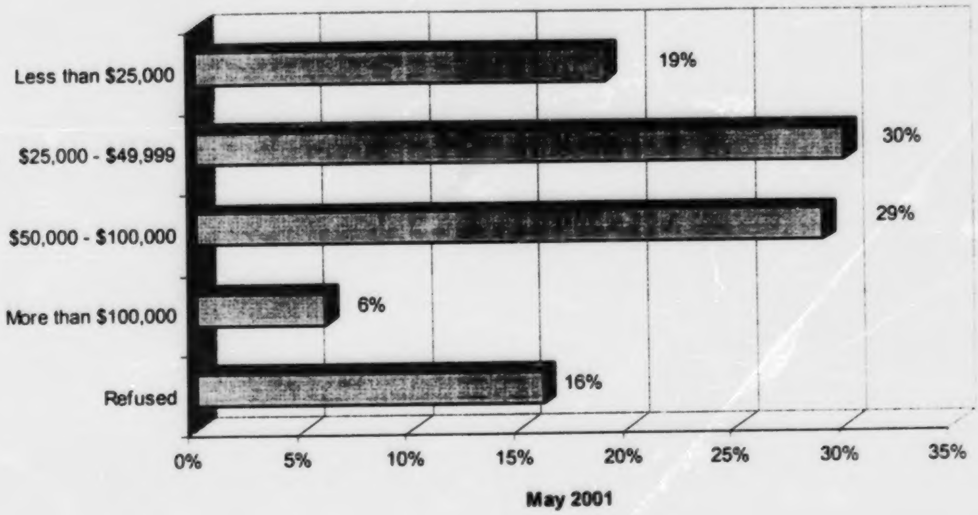

Survey sample age distribution
25%
20%
15%
10%
5%
0%
10%
17%
22%
21%
13%
17%
18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65+
May 2001


Survey sample education distribution
Some high school (or less)
17%
Completed high school
28%
Some technical or university
20%
Technical diploma
13%
University degree
22%
0%
5%
10%
15%
20%
25%
30%
May 2001

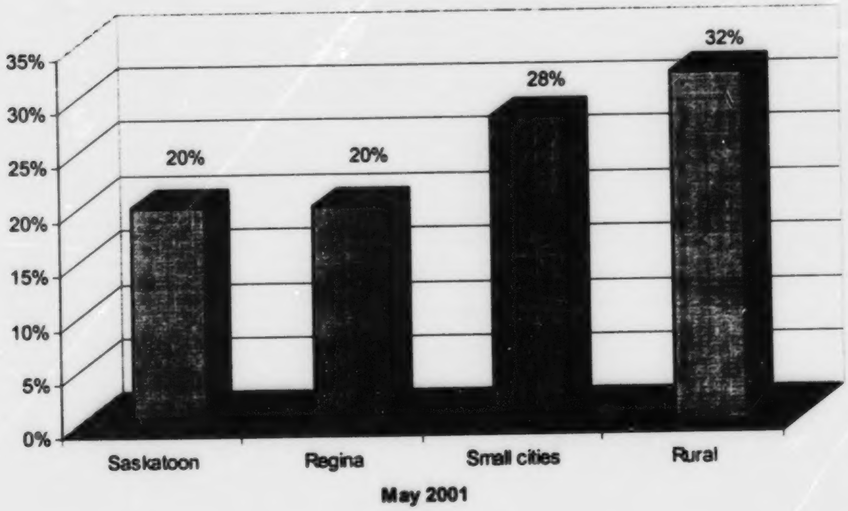
Survey sample occupation distribution



Survey sample income distribution



Survey sample regional distribution



Department/Crown commissioning the work:

Executive Council

Date: June, 2001

Supplier: **Doug Fast & Associates, Saskatoon**

Cost: **$17,700**

Omnibus
Provincial Public Opinion Survey

Prepared for:

Saskatchewan Executive Council
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June 2001

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Appendix I Survey Instrument
Appendix II Survey Demographics

EXECUTIVE SUMMARY

- Federal issues that Saskatchewan residents tend to be most concerned with include health care, federal taxes, jobs and unemployment and the economy.
- Provincial issues that Saskatchewan residents tend to be most concerned with include health care, agriculture, provincial taxes and jobs and unemployment.
- The majority of residents approve of the way the provincial government is handling the policing of communities, education and the environment.
- The majority of Saskatchewan residents agree that irrigation is a wise use of water, irrigation is an important part of Saskatchewan's agricultural economy and that a significant increase in irrigation farming would diversify and expand the rural economies.
- The large majority of residents recall having recently seen or heard an awareness campaign on the risks of drinking and driving.
- One quarter of Saskatchewan residents are satisfied with the overall provincial highway system and the majority rate provincial highway repaving, accelerated twinning and rural highway rebuilding as important.
- The majority of residents feel safe when they are driving on Saskatchewan highways.
- One in five Saskatchewan residents are aware that the provincial government recently released an economic strategy entitled "Partnership for Prosperity".
- The large majority of residents agree it is important for the province's economic strategy to have measurable targets.

METHODOLOGY

Doug Fast & Associates was retained by the Government of Saskatchewan to conduct the June 2001 public opinion survey with a representative sample of the Saskatchewan population. The June Omnibus Survey contains questions designed to explore public opinion in the areas of:

- federal issues of importance to Saskatchewan residents;
- provincial issues of importance to Saskatchewan residents;
- SaskWater;
- Saskatchewan Government Insurance;
- highways and transportation; and
- economic and co-operative development.

Questions for the survey were provided by Saskatchewan Executive Council and assembled into an interview format by Doug Fast & Associates. The questionnaire was pre-tested to ensure that all of the questions being asked in the interview were understood by the general public and the information being gathered addressed the public opinion research objectives.

The sample frame for this public opinion research survey was constructed to obtain complete interviews from a random sample of 1,000 households throughout Saskatchewan. To ensure proportionate representation from all areas of Saskatchewan, the province was divided into nine geographic sampling districts. Interview respondents were selected randomly from Saskatchewan telephone directories in each region using standard polling practices to ensure random selection of households and respondents. The sampling frame was also constructed to ensure proportionate representation of other important demographic characteristics evident within the provincial population such as gender, age, occupation, level of education and level of household income. This ensures that the opinions of all the various types of people who reside in Saskatchewan are proportionately represented in the statistical measurements documented in this report.

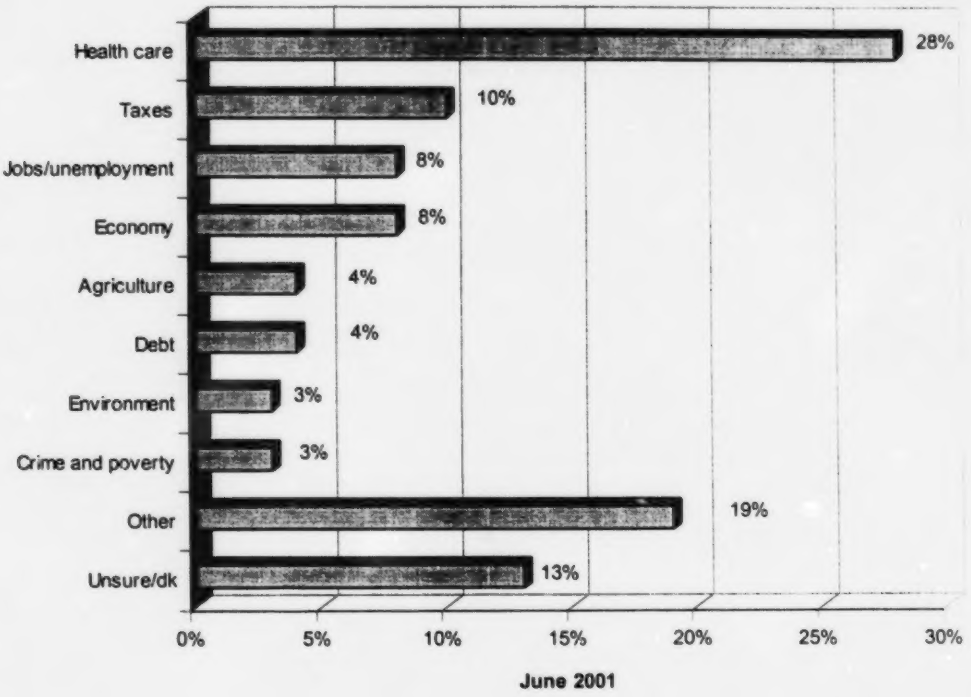
One thousand residents of the province were interviewed between Monday, June 18 and Monday, June 25, 2001. Interviews were conducted by telephone at times that were appropriate and convenient for respondents - weekdays between the hours of 5:00 p.m. and 9:00 p.m. and weekends between the hours of 11:00 a.m. and 3:00 p.m. All interviews were conducted by Doug Fast & Associates' in-house public opinion interviewers using our *Computer Aided Telephone Interviewing* (CATI) call centre.

The Omnibus survey sample size of 1,000 people yields public opinion measurements with a statistical level of confidence of 95 percent within an overall margin of error of plus or minus 3.1 percentage points: reliable results with low variability. Frequency charts for all public opinion issues are illustrated in this report.

Doug Fast & Associates designed and implemented programs to facilitate the statistical analysis of data using the industry standard SPSS computer program (Statistical Package for Social Sciences). Data checking procedures were utilized at all times to ensure accuracy of the data. In addition, statistical tests were conducted on the demographics to check for reliability and validity of the survey data.

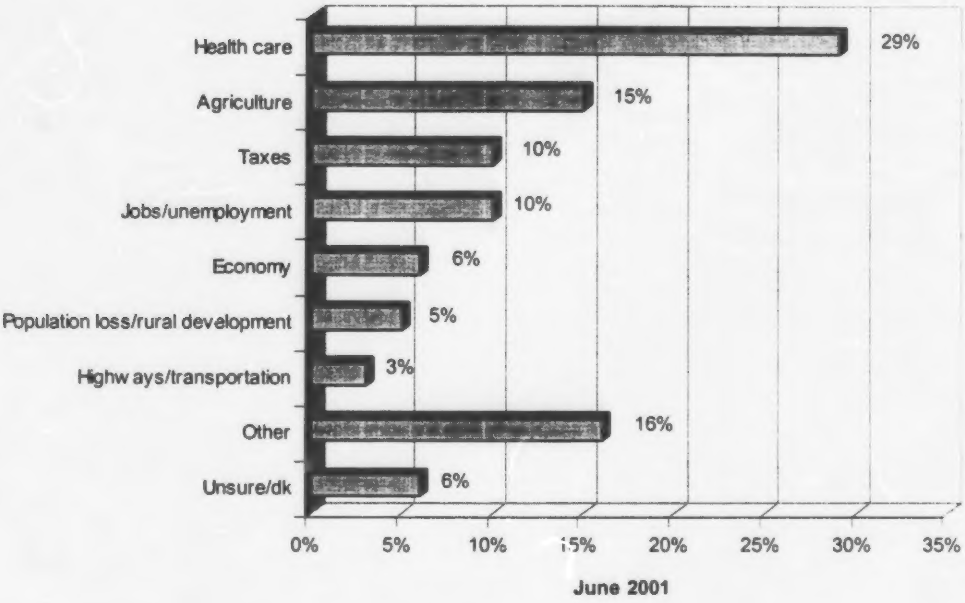
1.0 GENERAL ISSUES

Question 1. In your opinion, what is the most important issue facing Canada today?



- According to 28% of Saskatchewan residents, the most important issue facing Canada today is the health care system. Other important issues include federal taxes (10%), jobs and unemployment (8%), the economy (8%), agriculture (4%), the national deficit and accumulated debt (4%), the environment (3%) and crime and poverty (3%).
- Approximately 19% of respondents are primarily concerned with 'other' issues such as the federal government in general (5%), national unity (2%), education (2%), fuel prices (2%) and Native issues (2%).

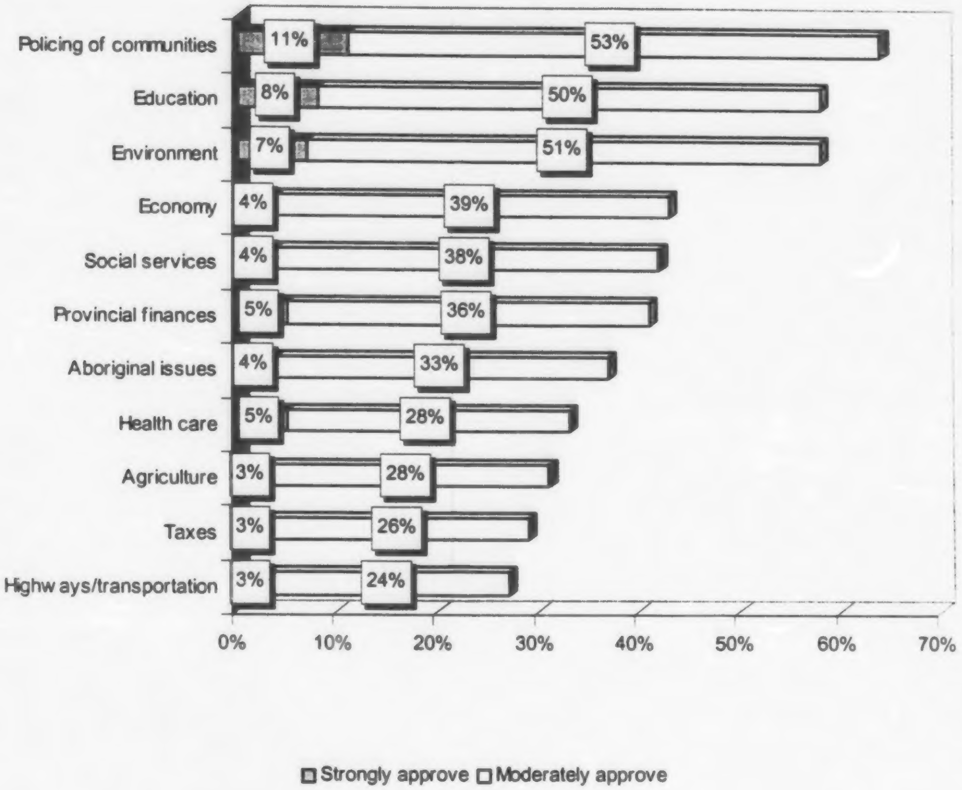
Question 2. What do you think is the most important issue facing the province of Saskatchewan today?



- The most important issue facing the province today, according to 29% of Saskatchewan residents, is health care. Approximately 15% of residents are concerned primarily with agriculture, 10% with provincial taxes, another 10% with jobs and unemployment and 6% are concerned with the provincial economy.

- Included among 'other' important issues identified by 16% of respondents are the provincial government in general (2%), the provincial debt (2%), the environment (2%) and Native issues (2%).

Question 3. How much do you approve of the way the provincial government is handling the following…

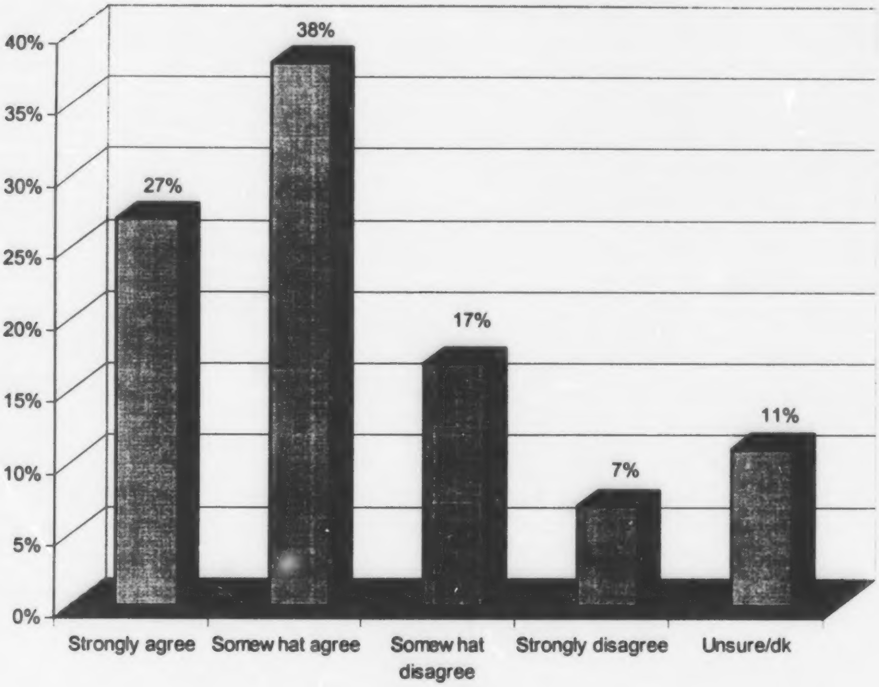


- The majority of Saskatchewan residents approve of the way the provincial government is handling the policing of communities (64%), education (58%) and the environment (58%).
- More than one third approve of the way the provincial government is handling the economy (43%), social services (42%) provincial finances (41%) Aboriginal issues (37%) and health care (33%).
- More than one quarter approve of the way the provincial government is handling agriculture (31%), taxes (29%) and highways and transportation (27%).

2.0 SASKWATER

Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.

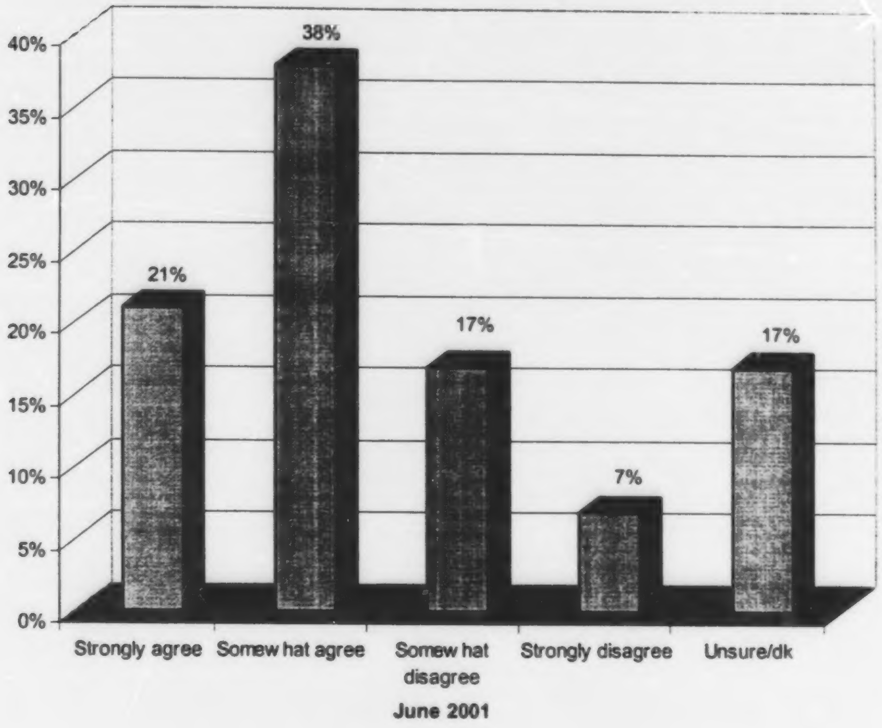
Question 4. Irrigation is an important part of Saskatchewan's agriculture economy?



June 2001

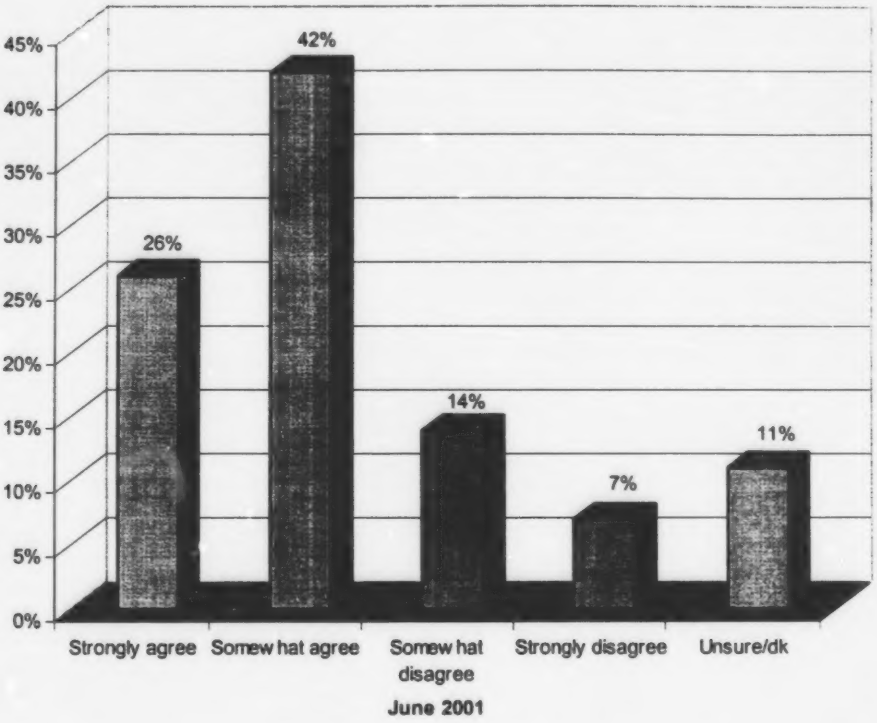
- The majority (65%) of residents agree that irrigation is an important part of Saskatchewan's agriculture economy.

Question 5. A significant increase in irrigation farming would diversify and expand the rural economies?



- The majority (59%) of Saskatchewan residents agree that a significant increase in irrigation farming would diversify and expand the rural economies.

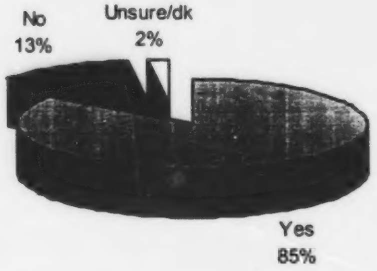
Question 6. Irrigation is a wise use of water?



- Two thirds (68%) of Saskatchewan residents agree that irrigation is a wise use of water.

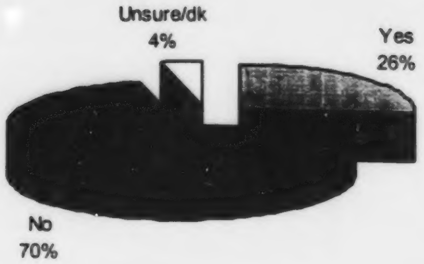
3.0 SASKATCHEWAN GOVERNMENT INSURANCE

Question 7. Have you recently seen or heard an awareness campaign on the risks of drinking and driving. The message of the campaign is to always plan a safe ride home.



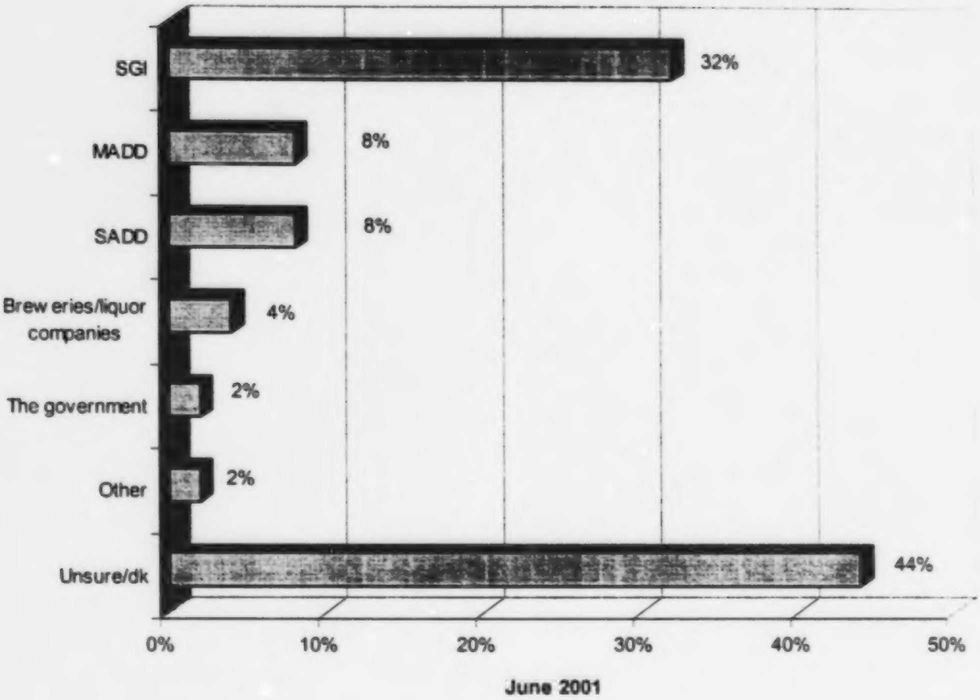
- The large majority (85%) of Saskatchewan residents recall having recently seen or heard an awareness campaign on the risks of drinking and driving.

Question 8. The awareness campaign consists of television and radio commercials and outdoor billboards that show the importance of planning a safe ride home when out having a drink. One of the TV commercials features a son driving his parents home from a party; another one shows a woman meeting her husband and his buddies in a bar in order to give him a ride home. Have you recently seen or heard this awareness campaign on the risks of drinking and driving?



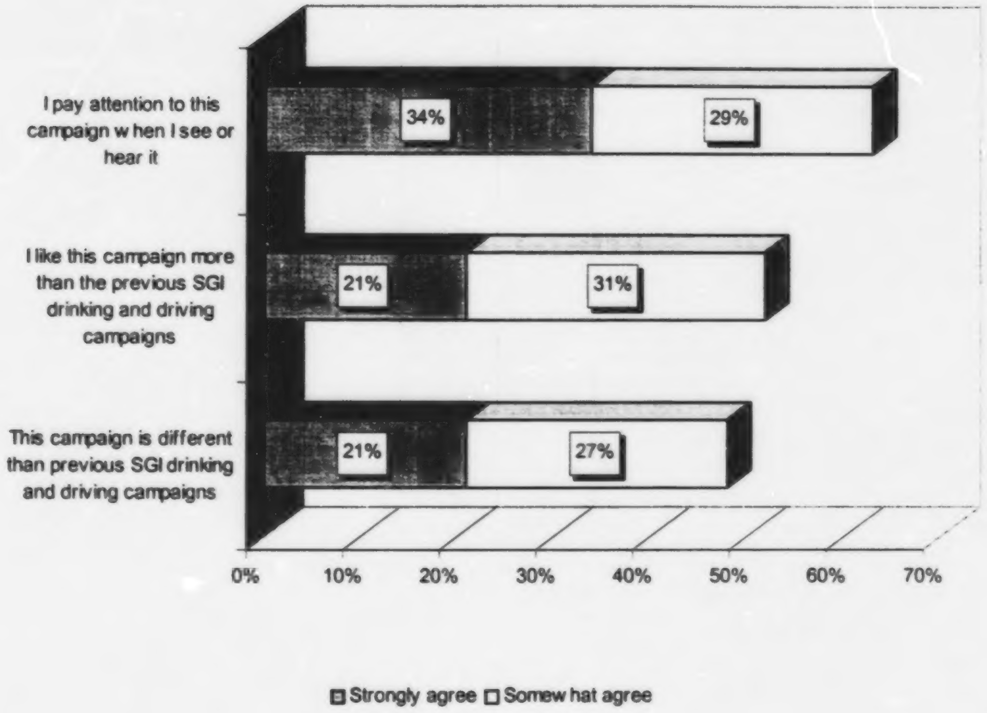
- An additional one quarter (26%) of those residents who did not exhibit unaided recall of the awareness campaign on the risks of drinking and driving are able to recall the campaign after hearing a brief description of it (4% of all residents). This brings the awareness level of SGI's campaign on the risks of drinking and driving to 89%.

Question 9. As far as you know, who was the company that sponsored this campaign?



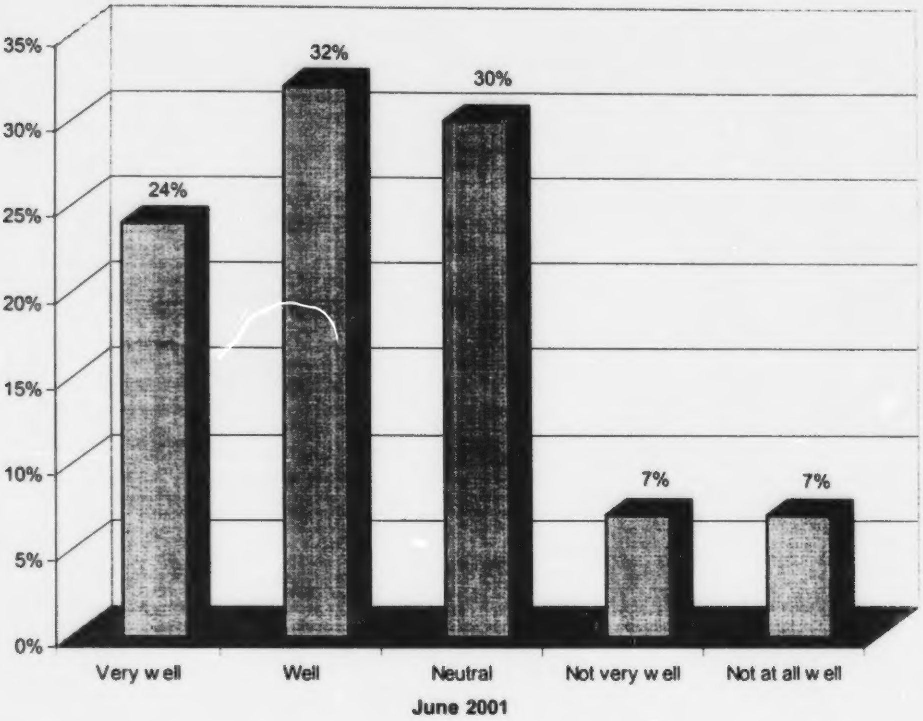
- About one third (32%) of those respondents who are able to recall the awareness campaign think SGI sponsored the campaign (29% of all residents).

Question 10. I'm going to read 3 short statements. I'd like you to tell me the extent to which you agree or disagree with each one, on a scale of 1 to 5 with 1 being strongly disagree and 5 being strongly agree.



- The majority of those residents who recall the recent awareness campaign about drinking and driving agree they pay attention to this campaign when they see or hear it (63%, or 57% of all residents) and they like this campaign more than previous SGI drinking and driving campaigns (52%, or 46% of all residents).
- Almost one half (48%) agree this campaign is different than previous SGI drinking and driving campaigns (43% of all residents).

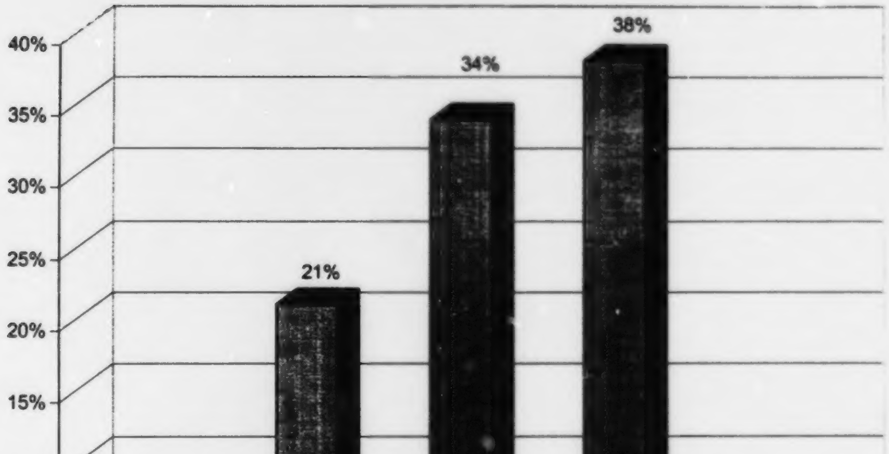
Question 11. In your view, how well does this campaign raise awareness about the risks of drinking and driving? Please tell me on a scale of 1 to 5, with 1 being very well and 5 being not at all well.



- The majority (56%) of those respondents who recall the drinking and driving awareness campaign give it a high rating of 1 or 2 (very well or well) in terms of how they think this campaign does in raising awareness about the risks of drinking and driving (50% of all residents).

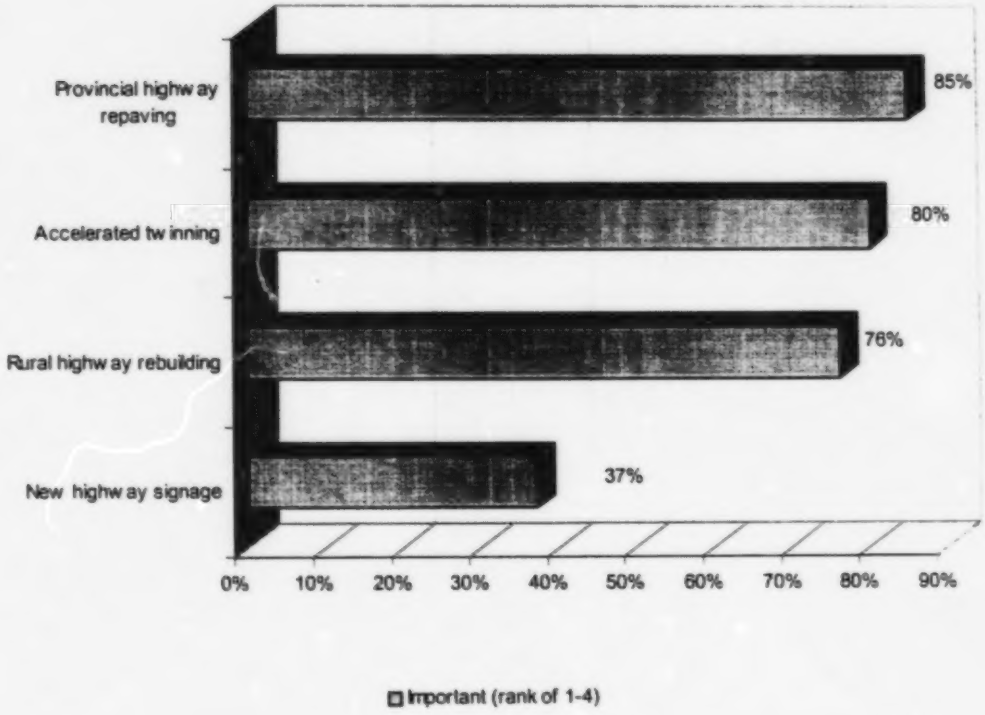
4.0 HIGHWAYS & TRANSPORTATION

Question 12. When you think of the overall provincial highway system, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the system?



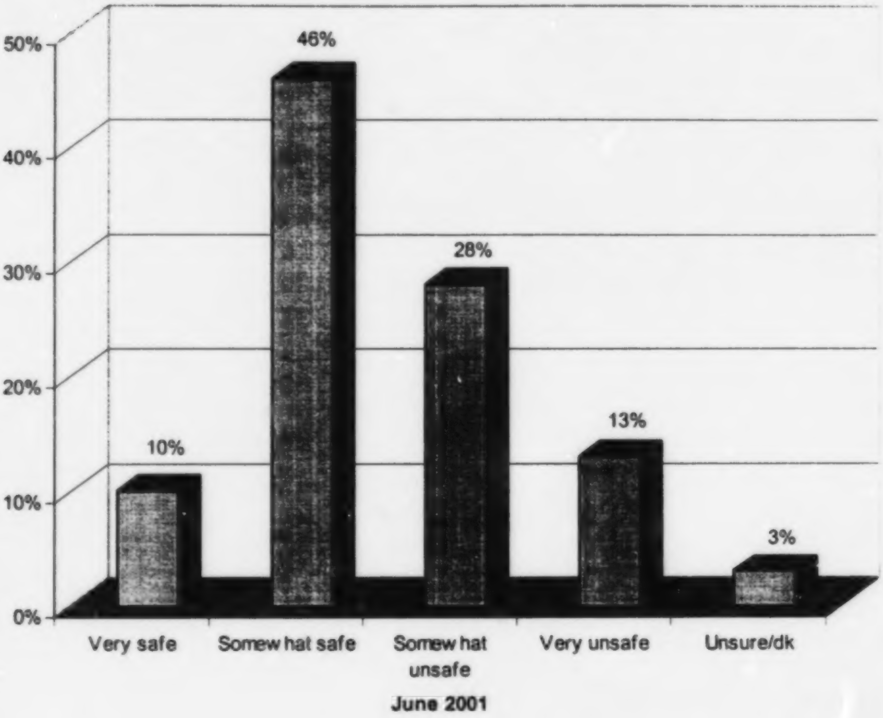
- Approximately 24% of Saskatchewan residents are satisfied with the overall provincial highway system; the majority (72%) are dissatisfied.

Question 13. Please tell me on a scale of 1 to 10, with 1 being very important and 10 being very unimportant; how important do you rate each of the following:



- The large majority of Saskatchewan residents rate provincial highway repaving (85%), accelerated twinning (80%) and rural highway rebuilding (76%) as important (rank of 1 to 4).

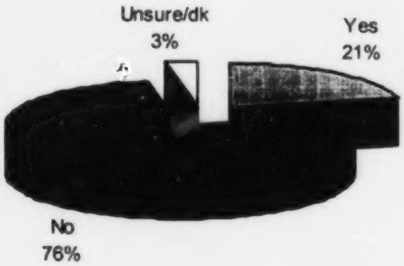
Question 14. Overall when driving on Saskatchewan's highways do you personally feel very safe, somewhat safe, somewhat unsafe, or very unsafe?



- The majority (56%) of residents feel safe when they are driving on Saskatchewan highways.

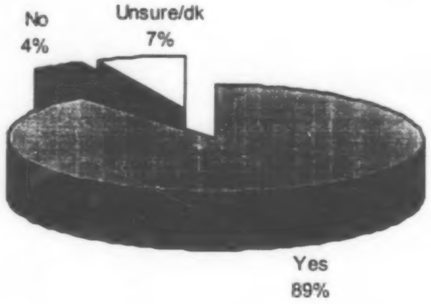
5.0 ECONOMIC & CO-OPERATIVE DEVELOPMENT

Question 15. Are you aware that the provincial government has recently released an economic strategy, entitled "Partnership for Prosperity"?



- Approximately one in five (21%) Saskatchewan residents are aware that the provincial government has recently released an economic strategy entitled "Partnership for Prosperity".

Question16. Is it important for an economic strategy to have measurable targets?



- The large majority (89%) of residents agree it is important for an economic strategy to have measurable targets.

APPENDIX II SURVEY DEMOGRAPHICS

The omnibus public opinion sample frame is constructed to facilitate proportionate representation of various demographic characteristics evident within the province of Saskatchewan. This ensures that opinions of all the various types of residents in Saskatchewan are proportionately represented in the statistical measurements documented in this report. The demographic distributions from the survey sample generally parallel the province's actual population distributions, as measured by Statistics Canada census data.

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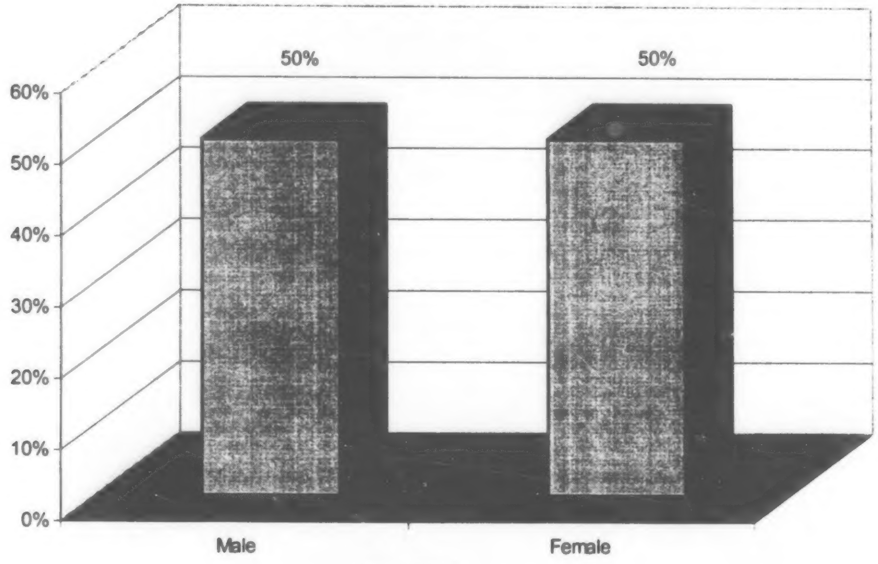
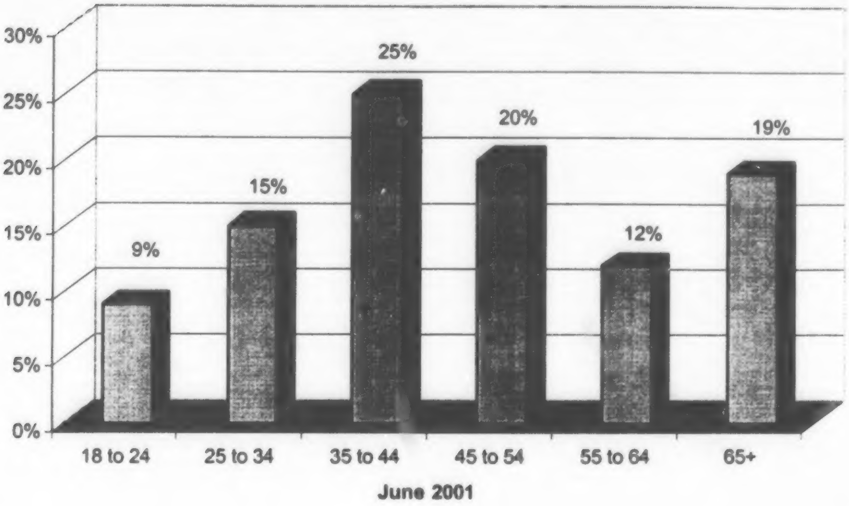
Survey sample gender distribution

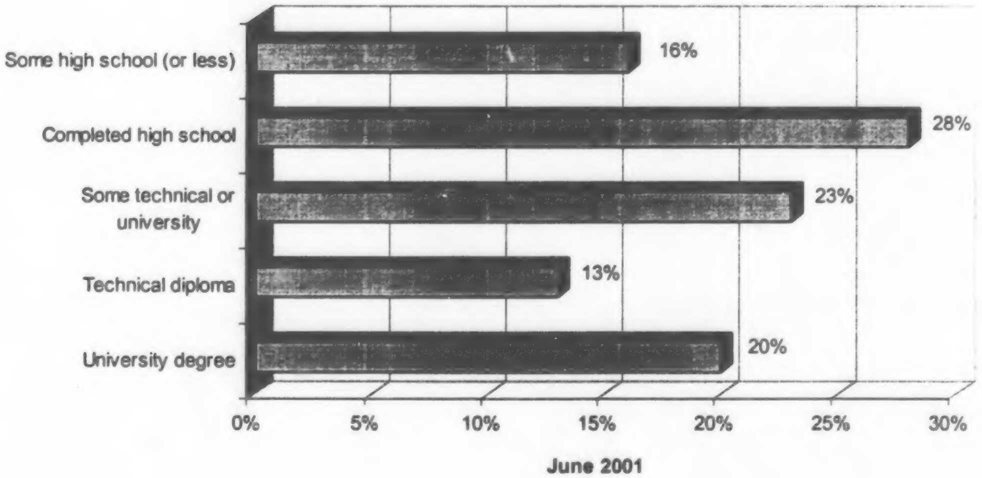


June 2001

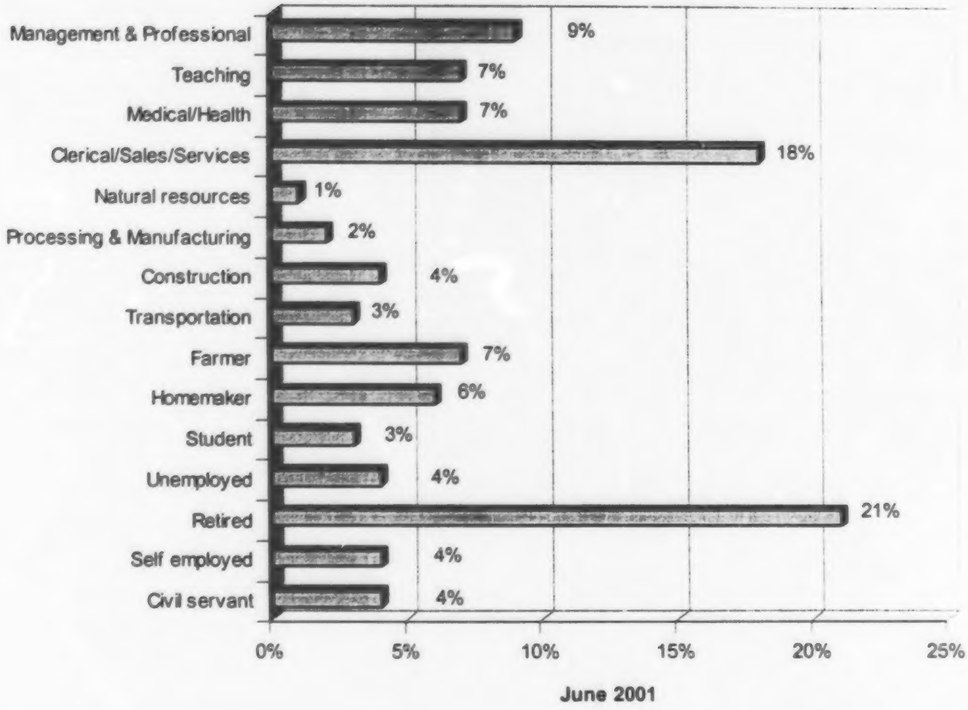
Survey sample age distribution



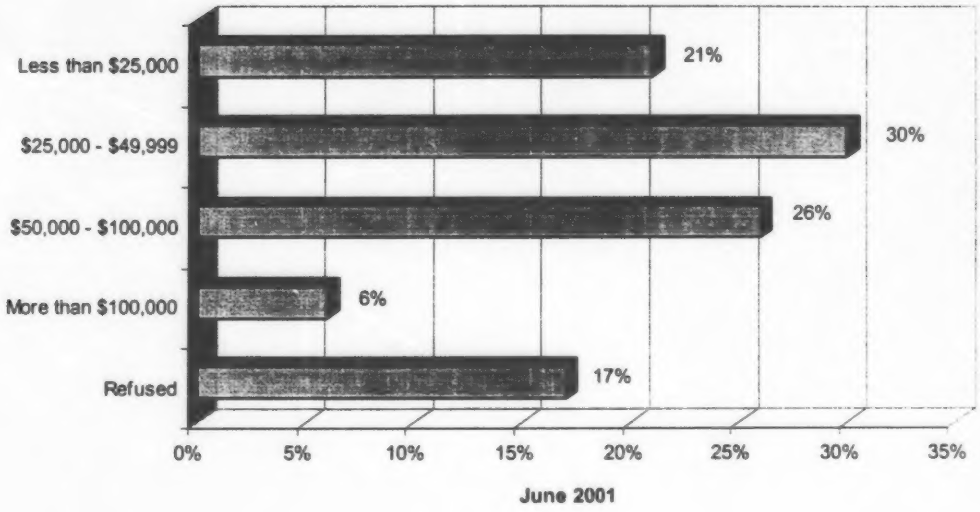
Survey sample education distribution

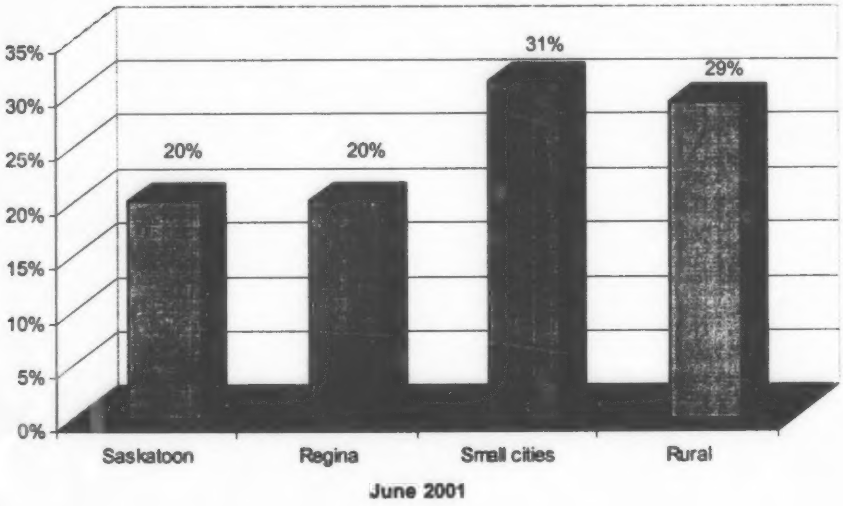


Survey sample occupation distribution



Survey sample income distribution



Survey sample regional distribution